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THE NATIONAL NEWSPAPER OF MARKETING

Newspaper Execs Dominate Newly Reactivated NCA

'Washington Post's' Sweeterman Is Chairman; Jaeger Is President

NEW YORK, Jan. 8—Newspaper Color Advertising Inc., which had been marking time since its formation in June (AA, June 8), moved ahead this week via an announcement that it will open for business Feb. 1, with a new president and 13 dailies as sponsors.

Timing of the announcement—less than two weeks before the annual Newspaper Advertising Executives Assn. meeting in Chicago Jan. 17—was termed a "happy coincidence" by Newspaper Color Advertising yesterday.

New president and general manager of NCA is Harold H. (Hal) Jaeger, a marketing and sales specialist and onetime vp and general manager of Geyer Advertising. He succeeds F. Bourne Ruthrauff, who resigned from NCA in November to become vp of another newspaper selling group, Million Market Newspapers.

■ Mr. Ruthrauff today told AD-

(*Continued on Page 8*)

Patrick Gorman Moves into Top Ad Post at Schlitz

MILWAUKEE, Jan. 7—Patrick H. Gorman joined Jos. Schlitz Brewing Co. today as director of advertising, following the sudden "resignation" earlier this week of Joseph M. McMahon.

Mr. Gorman's last position was vp and director of marketing of Bryan Houston Inc., which merged last summer with Fletcher Richards, Calkins & Holden (AA, June 29, '59).

Patrick Gorman

Prior to entering the agency field, Mr. Gorman was president of A. D. McKelvy Co., a division of Vick Chemical Co., advertising manager of Pall Mall cigarets, and advertising manager of Philip Morris Inc. A press release from Schlitz added that Mr. Gorman was "trained in advertising and promotion at the American Tobacco Co. under the direction of Mr. George Washington Hill."

■ Erwin Uihlein, president of Schlitz, declined to comment on Mr. McMahon's departure other than to say that Mr. Gorman was hired about a month ago. Mr. Uihlein said he didn't know if Mr. Gorman had any experience in the

(*Continued on Page 8*)

Stafford Is Named Knox Reeves Head

MINNEAPOLIS, Jan. 8—Knox Reeves Advertising, which marks its 25th year in 1960, has a new president, Robert W. Stafford.

In taking over the agency helm, Mr. Stafford succeeds Wayne Hunt, who plans to retire this year, and E. E. Sylvestre, board chairman, who retired Jan. 1.

Robert W. Stafford

Mr. Stafford got his start with Knox Reeves in 1935 when he joined the San Francisco office, which had just become a part of the agency. Prior to that, it had been a separate agency, Wesco, run by Mr. Sylvestre. When Mr. Sylvestre came to Minneapolis in 1946 to become board chairman, Mr. Stafford came with him. He has been exec vp since 1954.

Appointed vps were: James Rahders, account supervisor who started with the agency in 1937 as office boy, and Thomas B. Kilbride, who joined the agency in 1957 on the Wheaties account. #

Schenley Continues Shifts in Marketing Personnel, Divisions

NEW YORK, Jan. 8—Schenley Industries Inc. today announced the consolidation of four of its distillery sales divisions into two.

The new sales divisions are Schenley-I. W. Harper Distillers Co., and Park & Tilford Co. All Schenley and Harper brands have been merged into the new Schenley-Harper unit. For all practical purposes this move was made last summer (AA, Aug. 31). This includes the Ancient Age unit. The former Melrose and Dant divisions have been merged into the Park & Tilford Co.

Schenley Import-Brandy Distillers Co., CVA Co., and Schenley International Co. remain unchanged.

■ Ernest Feldman will continue as general sales manager of the Schenley-I. W. Harper division, with Stanley Giraitis and Alfred Chapman as assistant sales managers. Edwin Parets, formerly advertising manager of the Melrose division, has been named advertising manager of Schenley-Harper, and Stanley Schottland has been named brand development manager. Edgar Guttenberg, former advertising director of Schenley brands, will be reassigned to a still unannounced position. Frank Flagg, former advertising director, has left the company and joined Fletcher Richards, Calkins & Holden.

■ William Sederbaum will continue as general sales manager of the Park & Tilford division, with Eugene Frank (formerly Melrose president), Nathan Migid and David Krasner as assistant sales managers, and Sanford Rose as advertising manager. #

FIRST—*Rytex Co., Indianapolis, launches its first national campaign for personalized social stationery with this color page in The New Yorker March 15. Copy is aimed at young families "moving up" and seeking "tangible" symbols of arriving. Martin Associates, Indianapolis, is the agency.*

Lurie Joins Grant With 5 Accounts

Exec Has Been at Richards; Grant Also Acquires Landers, Frary

NEW YORK, Jan 8—Walter Lurie has resigned as a senior vp of Fletcher Richards, Calkins & Holden to join Grant Advertising as a senior vp, effective Feb. 1.

Mr. Lurie brings five accounts with him, whose billings he estimated at between $1,000,000 and $2,000,000. They are Japan Export Trade Promotion Agency; Long Island Rail Road; Industrial Bank of Commerce; Brother International Corp. and Duvernoy Baking. Three other new accounts will be announced shortly, he added.

■ In addition, in an unrelated action, Grant is getting the Landers,

(*Continued on Page 95*)

FCC Listens as Admen Dispute on TV Control

Simon Cites Limits on Industry's Control Ability; Keep Hands Off: Cortney

WASHINGTON, Jan. 8—The advertiser's role in television was a central point this week as members of the Federal Communications Commission heard advertising associations express confidence tv's ills can be cured without fundamental changes.

FCC is at the midpoint of an investigation to determine whether a need exists for new procedures to control the program and commercial output of radio and tv. It has heard more than 50 representatives of educational and civic groups. The investigation is expected to end late this month with elaborate presentations by the networks and the National Assn. of Broadcasters.

• Peter Allport, vp of the Assn. of National Advertisers, strongly defended advertiser participation in the selection and production of programming, cautioning the commission some advertisers might not be able to justify large expenditures in tv if they cannot be identified with the particular program of their choice.

• Morton J. Simon, counsel for the Advertising Federation of America, predicted self policing will eradicate most "poor taste" problems. But he had strong res-

(*Continued on Page 96*)

Other Stories in This Issue on Advertiser Control of TV

Large-Scale Remaking of TV Commercials Reportedly Under Way ..... Page 1
Coty's Cortney Calls TV 'Instrument of Monopoly' ..... Page 3
ANA Calls Special Meeting to Help 'Keep Advertising's House in Order' ..... Page 3
TV Scandals Opened Breach in Traditional Independence of U.S. Regulatory Bodies ..... Page 38
AFA Says FTC Should Establish TV Advertising 'Guides' ..... Page 44
Don't Abridge Advertiser's Right to Share in Programming, ANA Says ..... Page 66

Big-Scale TV Ad Remake Operation Reportedly Begins

Comments Indicate Advertisers Accede to FTC Statement on Honesty

By Maurine Christopher

NEW YORK, Jan. 7—If there is any justice, the film producers, announcers, optical houses, film laboratories and sound studios will erect a statue in Washington to FTC Chairman Earl W. Kintner.

Mr. Kintner's advertising clean-up campaign appears to be triggering an unusual amount of activity in the tv commercials field. Virtually all major tv advertisers and agencies reportedly are re-examining their television sell to make sure that (1) dramatic license is not abused, (2) puffery is soft-pedaled and (3) laboratory tests and all such claims can be substantiated.

This activity is extremely hard to document, since nobody wants to do or say anything that will give election-minded Washington investigators more ammunition to use against the advertising business.

The story cannot be confirmed

(*Continued on Page 95*)

Last Minute News Flashes

Westerfield Joins MacFarland; Bank May Follow

CHICAGO, Jan. 8—Jerome Westerfield, vp and account supervisor at Henri, Hurst & McDonald, has resigned to join MacFarland, Aveyard & Co. as an account supervisor. Mr. Westerfield, who was a group creative director at Grant Advertising, Detroit, before joining Henri, Hurst a year and a half ago, supervised the La Salle National Bank and Perfect Circle accounts at Henri, Hurst. Perfect Circle moved to Compton Advertising (AA, Dec. 28). LaSalle National, which bills about $200,000, reportedly will move to MacFarland, Aveyard shortly.

Elliott Reportedly Succeeds Sherrill at 'Herald Trib'

NEW YORK, Jan. 8—The *New York Herald Tribune* is expected to announce next week the departure of Arthur Sherrill as national ad manager. John D. Thees, ad director, confirmed Mr. Sherrill's resignation but would neither confirm nor deny that William H. Elliott, New York sales manager of General Outdoor Advertising, has been appointed Mr. Sherrill's successor. Mr. Elliott resigned as media advertising manager of the *Herald Tribune* to join GOA in 1955.

Alcoa Launches $1,000,000-Plus Drive for Siding

PITTSBURGH, Jan. 8—Aluminum Co. of America will launch a new product, Alcoa siding, in March and support it with the "largest" ad budget ever used in the residential aluminum siding industry. To be introduced on "Alcoa Theater," NBC-TV, and "Alcoa Presents," ABC-TV, on March 21 and 22, Alcoa siding also will be promoted in magazines, supplements and on radio. Fuller & Smith & Ross is the agency.

(*Additional News Flashes on Page 95*)

FTC Shuns New Powers, Awaits Moves by FCC

WASHINGTON, Jan. 7—The Federal Trade Commission backed away today from seeking additional powers in the tv field at this time, and told the Senate committee on interstate and foreign commerce that it prefers to wait and see what the Federal Communications Commission will do.

In a reply to an inquiry from Sen. Warren Magnuson (D., Wash.), the FTC outlined its recent crackdown on tv commercials, and assured the committee that existing laws are adequate to deal with them.

FTC reported there is some doubt about its authority to proceed against a deceptive entertainment program where the sponsor's name may be on display at all times. But it said, "Until such time as the FCC resolves the extent of its jurisdictional powers over programming and other practices in the industry, it would be premature for us to comment upon

(*Continued on Page 96*)

$1,000,000 Zenith Push to Upgrade TV Set Retailing

Company Sets Marketing Unit; Push to Bolster Confidence of Dealers

CHICAGO, Jan. 7—Zenith Radio Corp. has announced a two-part program designed to upgrade tv retailing and allow dealers to earn a better profit.

Part 1—the major part—will consist of a dealer development program, in which specially trained Zenith personnel will aid dealers with local sales problems.

Part 2 will consist of a special consumer advertising and promotion campaign to educate the public to the value of a tv set.

The program was explained yesterday by L. C. Truesdell, vp and director of sales for Zenith and president of its newly formed subsidiary, Zenith Sales Corp. He pointed out that the program will be aimed at upgrading the entire industry.

■ Mr. Truesdell declined to give details of the consumer campaign, but said it would be over and above the company's regular advertising schedule. He noted that for the whole dealer development program, the company expects to spend nearly $1,000,000 in the next 12 to 18 months.

"Our industry has not generated a fair profit picture for dealers," he said. "The level of what the public thinks a tv set is worth is just too low."

He noted signs during the last year that the public is becoming more conscious of quality in tv set purchases, instead of price alone. "But the big problem is lack of dealer confidence," he said.

Zenith Sales Corp.'s marketing development department will be staffed by eight field representatives, who will conduct retail sales training schools for the 500 salesmen who contact dealers as representatives of Zenith's 76 wholesale distributors.

■ Zenith set up its sales corporation to carry on the marketing functions for the parent company's tv, radio, phonograph and stereophonic products in the U.S. and export markets. Hearing aids, military, industrial and other nonconsumer electronic products will continue to be marketed through the parent company.

Other officers of the subsidiary, in addition to Mr. Truesdell, are Clifford J. Hunt, vp-distribution; Erik Isgrig, vp-advertising, and John A. Miguel, vp-export. #

ARNOLD VARGA, *formerly creative art supervisor of Ketchum, MacLeod & Grove, has joined the Pittsburgh office of Batten, Barton, Durstine & Osborn in a similar position. A past winner of advertising awards, Mr. Varga was named art director of the year by the National Society of Art Directors last July.*

New FCC Standards to Okay 'Drop In' of New TV Channels

WASHINGTON, Jan. 7—The Federal Communications Commission has made another move toward breaking tv station bottlenecks by announcing that it is about to release new engineering standards which will permit "drop ins" of additional tv stations in communities that need more service.

The plan involves modification of standards adopted in 1952 which provide that no stations may use the same channel if they are within 150 miles of each other, or adjacent channels if they are within 60 miles of each other. Because of these mileage separation rules, which are designed to protect stations from electrically interfering with each other's signal, the commission has not been able to make enough assignments on the 12 vhf channels to provide a minimum of three network outlets for all major markets.

■ The new plan will utilize directional antennas to clear the way for stations on the same channel at distances of less than 150 miles. It will also permit assignments on adjacent channels with separations of 40 miles instead of 60.

Most "drop in" will be approved for communities which need a second or third vhf station, but FCC said no "drops ins" will be allowed if it will have an adverse effect on an existing uhf station. #

Clarendon Press Bows

Clarendon Press Inc., a lithograph organization specializing in artwork for direct mail and multicolored sales promotion pieces, has been formed in New York. Murray J. Brizell, formerly with Pickwick Offset, is the founder and president. Other officers are Dan Daniels, exec vp, also formerly with Pickwick, and Thomas M. Heyman, vp, formerly with Radio Press International. Presses and office are at 638 W. 48th St.

Tait Joins Stanley Publishing

Stanley Publishing Co., Chicago, has named Walter W. Tait district manager in charge of its Detroit office. Mr. Tait was formerly Detroit manager of Babcox Publications.

Get on the Friendship Airlift!
HAVANA HOLIDAY SPECIAL
FLY HALF FARE!
NOW...through JANUARY 18th
Round Trip via National, Cubana and Eastern/Pan-Am
YES—you pay only HALF FARE! The HAVANA HOTEL OF YOUR CHOICE pays the rest... so that you may discover for yourself what a friendly welcome the Cuban people will give you... how thrilling world-famed Havana is now ...and how perfect the sunny weather! Join the thousands who are enjoying Cuba now—don't miss out on this gift of friendship from Havana. Come whenever you please during this period... stay as long as you please—the only requirement is that you stay at least four nights in whichever hotel you choose. This offer is available to you ONLY THRU YOUR TRAVEL AGENT. You pay the full fare at your take-off point—the hotel of your choice refunds you HALF! Best news of all—hotel rates have been greatly reduced! You'll find famous luxury, delicious food, unsurpassed service, and supreme comfort in any Havana hotel—at amazingly low cost!
Get on the Friendship Airlift—SEE YOUR TRAVEL AGENT TODAY!
your hosts... THE HOTELS OF HAVANA

CASTRO SPECIAL—*Trying to stimulate lagging tourist traffic, the Cuban Tourist Commission ran full pages in the New York Herald Tribune and New York Times offering a 50% discount on air fares to Havana. Tourists get vouchers which they can apply against their hotel bill. The New York campaign follows a similar Christmas drive conducted in the Miami area. Harris & Co., Miami, is the agency.*

Special Push Saved Fla. Citrus Growers $14,700,000: Hooks

LAKELAND, FLA., Jan. 8—The four-month advertising and promotional campaign waged by 22 producers of Florida frozen orange concentrate saved growers and the citrus industry almost $14,700,000, General Manager Homer E. Hooks of the Florida Citrus Commission estimated in a talk to citrus growers and business men meeting at nearby Groveland.

He said that if the state's concentrators late last summer had cut prices by 50¢ per dozen cans "it would have cost them $18 million." Instead, he declared, producers banded together in a precedent-setting advertising and coupon redemption program at a cost of $3,358,960, about equally divided between advertising and promotion. The campaign began in September and ran through December. Benton & Bowles, the

(*Continued on Page* 95)

D-F-S's Contract Up, Army Invites Agencies to Bid

WASHINGTON, Jan. 7—The Department of the Army announced today that it is interested in hearing from advertising agencies which would like to compete for its recruiting advertising account.

The Army's current agency, Dancer-Fitzgerald-Sample, has been on the account continuously since 1952. Its contract expires June 30 and, in accordance with Defense Department policy, a formal competition is to be held.

Invitations, information sheets, questionnaires and sample government contracts have been sent to agencies with domestic billings of $10,000,000 or more. The Department of the Army said the account and the variety of services required make the $10,000,000 minimum necessary. Eligible and interested agencies which did not receive invitations have been advised to write the adjutant general, Department of the Army, Washington 25, D.C., Attn: AGSN.

■ In the current fiscal year, the Army is spending about $1,000,000 through its agency. The size of the account in future fiscal years depends on congressional action.

The new contract, like the existing one, is for a one-year period, with two renewable one-year options. In the past the Army has utilized all options provided in its contracts with D-F-S. Deadline for submission of questionnaires is Feb. 10. #

Mills Leaves Storer's WJW

Paul E. Mills has resigned as managing director of WJW, Cleveland. Mr. Mills said that he could not reveal his forthcoming affiliation at this time. Lionel F. Baxter, vp and director of radio operations, will manage this Storer station until a replacement for Mr. Mills is named.

Dawson Named CBS Radio VP

W. Thomas Dawson, formerly director of sales promotion and research of CBS Television Spot Sales, has been appointed vp in charge of advertising and promotion of CBS Radio, New York. He succeeds Louis Dorfsman, who is now creative director of sales promotion and advertising at CBS-TV.

8,027,000 Bbls....

Anheuser-Busch '59 Sales Up by 1,000,000 Bbls.

Schlitz Holds 2nd Place but Sales Dip, NBWA, 'Brewing World' Report

CHICAGO, Jan. 8—Anheuser-Busch Inc. last year sold an astounding 8,027,000 bbls. of beer—shattering its previous record high of 6,982,022 bbls. in 1958 by more than 1,000,000 bbls.—according to figures compiled by *Brewing World* and National Beer Wholesalers Assn.

In a rundown on estimated sales of the top 25 brewers in the U.S., *Brewing World* and NBWA pointed out that the 25 largest beer and ale producers increased their share of the total American market to 73.6% from 70.5% in 1958. The brewing giants last year sold 64,327,590 bbls. of malt beverages, compared with 60,623,655 bbls. in 1958.

Jos. Schlitz Brewing Co. finished in second position for the third successive year, although the brewer suffered a slight dip in sales. Schlitz sold 5,860,000 bbls. last year, compared with 5,875,000 bbls. in '58.

■ Falstaff Brewing Corp. held onto third place, selling 4,868,000 bbls.—an improvement over 1958 sales of 4,550,000 bbls. Carling Brewing Co., which sold 4,307,000 bbls. in 1959—an impressive increase over 1958 sales of 3,531,182 bbls— took over fourth spot from P. Ballantine & Sons, which dropped into fifth place despite an increase in sales. Ballantine sold 4,225,000 bbls. last year as compared with 1958 sales of 4,035,529 bbls.

Pabst Brewing Co., which acquired Blatz Brewing Co. in 1958, finished in sixth position. Combined Pabst-Blatz sales last year amounted to 4,215,000 bbls., a slight gain over 1958 combined sales of 4,200,000 bbls.

The only other brewer in the top ten to show a sales loss last year besides Schlitz was Liebmann Breweries, which wound up in ninth position. Liebmann sold 2,785,000 bbls. in 1959, compared with 2,850,000 bbls. in '58.

(*For complete tabulation of sales of top 25 brewers from 1954 through 1959, see Page* 100.)

Ad Push Backs Search for Ideal U.S. Family

MIAMI, Jan. 5—More than 5,000,000 nominating forms will be distributed beginning Jan. 22 in the search for the "1960 All-American Family."

The event, which will be backed by a nationwide promotion and advertising campaign, is being sponsored by Westinghouse Electric Corp.; Owens-Corning Fiberglas Corp.; Studebaker-Packard Corp.; the Bureau of Advertising, ANPA; National Conference of Christians & Jews; Kiwanis International; General Federation of Women's Clubs; the Girls' Clubs of America; the National Recreation Assn., and the Grolier Society, publisher of the "Book of Knowledge."

One family will be selected to represent each state and the District of Columbia. The 51 families will be transported to Lehigh Acres, Fla., near Fort Myers, where they will live for a week, from May 24 through June 1, with the board of judges.

Deadline for filing nominations is April 15. #

Highlights of This Week's Issue

Zenith Radio Corp. to spend nearly $1,000,000 in the next 12 to 18 months for its dealer development program **Page 2**

Department of the Army seeks new agency as Dancer-Fitzgerald-Sample contract nears expiration **Page 2**

Whirlpool Corp. will use print media exclusively this year in its $4,500,000 campaign to promote its line of major appliances **Page 3**

Rival Packing Co. names Joseph V. Gettlin, exec vp, president of the company **Page 3**

Philip Cortney, president of Coty Inc., calls television "an instrument of monopoly or restraint of competition" **Page 3**

Television Bureau of Advertising publishes "The Changing Face of Magazines," an analysis of the changing trends in magazines as an advertising medium **Page 4**

Benrus Watch Co. renews its guarantee program and adds print advertising to its campaign **Page 6**

Federal Communications Commission maintains in a lawsuit that free speech isn't the same on the air **Page 11**

King Sano cigarets signs 52-week contract as alternate-week sponsor of NBC-TV's "Meet the Press" **Page 18**

Food Engineering survey says the housewife's grocery bill will remain about the same, but advertising costs, sales and profits will rise in 1960 **Page 22**

WVEC-TV, Norfolk, Va., says its switch into the vhf band has been successful **Page 24**

Simplicity Pattern Co. campaign will promote its new digest-size dimensions **Page 28**

Admiral Corp. will invest $500,000 in newspapers, magazines and trade publications during the first quarter of 1960 to promote its new 23" receivers **Page 28**

William Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, sees progress in auditing of business papers **Page 37**

Industrial Marketing's nationwide budget study says advertising budgets for 1960 are larger than last year for nearly 75% of the nation's industrial advertisers **Page 41**

Charles M. Spencer, exec vp and director of Klau-Van Pietersom-Dunlap, warns that agencies, busy with their own problems, may forget their client's problems **Page 47**

California prune industry launches its "Get that happy feeling with prunes—the California wonder fruit" campaign **Page 48**

Daily Oklahoman and Times will drop their local general rate classification effective March 1 **Page 52**

ABC-TV appoints Alfred R. Beckman vp in charge of the Washington office **Page 65**

Assn. of National Advertisers says sponsoring advertisers who wish to take part in selecting and producing tv programs should not be barred **Page 66**

Philip L. Kelser and Barbara E. Kelser file suit in supreme court against Sacramento Telecasters for a $25,000 tv station broker's commission **Page 72**

American Snuff Co. spends $285,900 in tv advertising during the third quarter of 1959 **Page 78**

Robert Humphreys, Republican campaign director, says that the influence of agencies on political contests has been "overrated" **Page 74**

'Teen uses a touring group of teen entertainers to promote its publication and its advertisers **Page 88**

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Network TV Gross Time Billings **Page 78**
Nielsen Net TV **Page 96**
Department Store Sales **Page 97**
'59 Auto Production Figures **Page 99**
Sales of 25 Top Brewers, 1959 vs 1958 **Page 100**
Sales of 25 Top Brewers, 1954-1957 **Page 100**

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Whirlpool to Use Print Exclusively in $4,500,000 Push

ST. JOSEPH, MICH., Jan. 6—Whirlpool Corp. will use print media exclusively this year to promote its line of major appliances.

R. A. Muldoon, national advertising manager, told ADVERTISING AGE that the company will not use network television this year, after being in the medium for the past four years. Whirlpool had participations on the "Perry Como Show" and sponsored the Mrs. America tv spectacular last year.

The company will invest more money in newspaper advertising this year than ever before, Mr. Muldoon said. Whirlpool also has boosted its expenditures in magazines, supplements and trade publications as compared with last year, he added.

■ The campaign will break March 14 simultaneously in all media. Page ads are scheduled in 96 daily newspapers in the same number of markets. Spreads are scheduled in *Life*, *Look* and *The Saturday Evening Post*.

Page ads also are scheduled in *Family Weekly*, Metro Group and *Parade* and 25 or 30 independent supplements. Shelter magazines include *American Home*, *Better Homes & Gardens*, *Good Housekeeping*, *Living for Young Homemakers* and *McCall's*. Farm publications include *National Grange Monthly* and *National 4-H News*. Trade publications on the schedule are *Electrical Merchandising Week*, *Home Furnishings Daily* and *Mart*.

Theme of the push is, "Your family will love our family of RCA Whirlpool appliances," and all ads will feature an illustration of a little girl holding a rose. This symbol will also appear on all point of sale displays, as well as on sales literature.

Whirlpool is expected to invest about $4,500,000 in commissionable advertising this year, AA learned. Kenyon & Eckhardt, Chicago, handles all Whirlpool advertising with the exception of trade paper advertising and point of sale material, which is handled by Netedu Advertising Agency, St. Joseph. #

'Pet Shop Management' Sold

Pet Publications, Fond du Lac, Wis., wholly-owned subsidiary of All-Pets Magazine Inc., has purchased *Pet Shop Management*, Los Angeles. Offices of *Pet Shop Management* will be moved from Los Angeles to Fond du Lac in February.

FIRST — *Greyhound Corp. has become the first national advertiser to order a schedule through Million Market Newspapers Inc. Vern F. Kelley (left), Greyhound vp, advertising and pr director, hands contract to Bob Rowden, Million Market's Chicago manager.*

'Does More for Your Ego Than Alimony' . . .

Crane & Co. Stationery Ads Hint at Write-It-Yourself Correspondence

Magazine Ads, Backed by Radio, Newspapers, Hit Back at Card Use

DALTON, MASS., Jan. 6—Crane & Co., 159-year-old paper maker, has set forth on a campaign to make letter writing seem less a noble literary endeavor and more of a spontaneous everyday communication activity. The campaign will run in seven magazines from January through November; this spring it will be adapted to spot radio.

The campaign, prepared by Hockaday Associates, aims at making people feel less shy about putting pen to paper. One reason the greeting card industry has flourished, the agency believes, is that the cards "save people the embarrassment of writing something they feel they aren't quite up to."

The campaign, it is hoped, will dispell the idea that beautiful writing paper is "just for dignitaries and the Social Register," and that it is reserved for "that special big statement."

To make letter writing appear sprightly and fun, the campaign considers the many daily reasons that one is prompted to dash off a letter—to gossip or to congratulate, to complain or to commiserate, to heckle, to explode, to defy, and the like.

■ One such "spontaneous" letter is the subject of each ad. The letter itself is not pictured; instead the illustration shows the situation that gives rise to the letter. The headline then tells the purpose of the letter—such as "Complain on Crane's" or "Cajole on Crane's." The copy then quotes a few lines from the letter and comments on how this letter, written on Crane's, befits the situation. A final selling sentence describes the stationery used for the letter.

The resulting ads are unusually sophisticated, each giving an intimate peep into an emotionally intriguing situation, usually with a humorous twist.

Probably the most sophisticated ad in the series is headlined "Gloat on Crane's." The picture shows the sculpture garden of an Italian villa. The quote from the letter: "'I'm turning the beach house over to you. Stuart and I will be married at his villa in

(*Continued on Page* 42)

O'Connell Agency Incorporates, Sets Pact with Gardner

NEW YORK, Jan. 6—Fred Gardner Co. has signed a working agreement with R. T. O'Connell Co.

Under the new arrangement, the O'Connell company has been incorporated, and its staff is being moved from 420 Madison Ave. to the Gardner offices at 50 E. 42nd St. Heretofore the O'Connell agency has been owned solely by Mr. O'Connell, who founded the agency 21 years ago.

Mr. Gardner opened his own agency in 1947.

Under the new setup, O'Connell will change its name to R. T. O'Connell Co. Inc., with Mr. O'Connell as president and Ethel Merklen senior vp. Its staff will be housed a floor above Gardner. Observers thought that the working agreement was probably preliminary to a gradual integration of the agencies. #

TV Is 'Instrument of Monopoly': Cortney

Coty Head Suggests Subsidized Network, Pay TV at FCC Hearing

WASHINGTON, Jan. 7—Philip Cortney, president of Coty Inc., who has been urging advertisers for months to keep their hands off television programming, today recommended to the Federal Communications Commission that it be made "illegal and punishable by law for any advertiser to exercise control over programs."

Mr. Cortney also suggested to the FCC that a national advisory board on radio and tv be created. "The main purpose of such a board," he said, "will be to examine whether the industry is adequately serving the public interest, and to issue recommendations or reports whenever they think these are necessary."

■ A pay tv network "is worth trying," Mr. Cortney further told the commission. "I am also in favor of a tv network which should be operated for public service and not for profit." He said this kind of network would have to be subsidized and endowed, and that it should present quality programs and not be concerned with making profits.

"Too many advertisements make exaggerated or even false claims," Mr. Cortney testified. "Too many commercials are in poor taste, when they are not an offense to both taste and intelligence. It is up to the stations and networks to watch the quality of their commercials—as they should the quality of the programs. It is up to the Federal Trade Commission and the Federal Communications Commission to fight deceit and fraud in advertising."

Mr. Cortney also referred to television as "an instrument of monopoly or restraint of competition.

"There is no doubt that vigorous competition is a matter of public interest," he said. "Let me make clear at the outset that I am not against bigness in business. I only wish to draw your attention to the tremendous power of tv in affecting the sale of merchandise.

"The use of tv has become a 'must' in mass merchandising," he

(*Continued on Page* 70)

ANA Calls Special Meeting on Ad Field Housecleaning Feb. 2

NEW YORK, Jan. 8—The Assn. of National Advertisers will hold a special meeting of its membership Feb. 2 at the Plaza, in New York, and Earl W. Kintner, chairman of the Federal Trade Commission, will be among the government officials to address the meeting.

Other government speakers are expected, along with speakers from various media and the American Assn. of Advertising Agencies.

Paul B. West, ANA president, said, "In view of the reaction of the public and government against certain advertising practices, we believe definite action, and not mere lip service, is called for." He said a "higher degree of self regulation" is a self-evident need, and said a program of action and objectives would be outlined at a closed meeting that day.

■ Meanwhile, in Washington Peter Allport, vp of the ANA, said: "It is our intention at that time to give our membership, at first hand, a clear picture of what each of the various media is doing to keep advertising's house in order, and at the same time urge that these efforts receive the strong and individual support of advertisers."

Mr. Allport expressed the view that ANA members' advertising—and most of all advertising—has scrupulously tried to keep public acceptability. However, he said, "We also recognize that 'most' or 'nearly all' is not enough. In our own self interest, as well as in the interest of the public, all advertising should be above reproach."

Adman Getlin Is Named President of Rival Packing

Rival Sets Sights on Wet Dog Food Leadership; Tests Dry Entry, Wagtail

CHICAGO, Jan. 7—Joseph V. Getlin, who came up through the advertising ranks in the grocery products field, has been named new president of Rival Packing Co.

Formerly exec vp of the company, Mr. Getlin succeeds Morris Levinson, who moves up to chairman of the board.

Joseph Getlin

Mr. Getlin's rise to the top can be traced back to a situation which existed in April, 1956, when new management took over the pet food company: Production capacity far outstripped demand.

Mr. Levinson—who operated out of New York—at that time searched for a top marketing man to take over at the Chicago headquarters. He selected Joseph Getlin, who was vp for marketing of Seabrook Farms Co., Seabrook, N. J., frozen foods manufacturer.

■ In 1956, Rival was losing ground despite an annual increase of about 7% in the wet dog food market. During 1957-1958, Rival's sales

(*Continued on Page* 50)

W. F. ROCKWELL JR., *president of Rockwell Mfg. Co., Pittsburgh, has been chosen Industrial Advertising Man-of-the-Year for 1959 by Industrial Marketing, Chicago. Mr. Rockwell was chosen for the honor by the "Copy Chasers," anonymous critics of industrial advertising who write a monthly feature in Industrial Marketing, which has made the award for 22 years.*

EXPLAIN ON CRANE'S—*Crane & Co. is running b&w page ads like these in seven magazines to stress that beautiful stationery is for everyday communication, not just for "ladies with elegant libraries."*

1st Decade of TV Hurt Magazines, Says TvB Report

TV Gains Among Top Advertisers, TvB Says; Magazines Up, Says MAB

NEW YORK, Jan. 6—The Television Bureau of Advertising has put together a hard-hitting, frankly competitive presentation designed to show what ten years of living with tv has done to magazines.

The report, which TvB said would not have been necessary "had the magazines themselves published this information," is titled "The Changing Face of Magazines." It is being distributed to the bureau's members for use as sales ammunition.

Industry observers consider it tv's rebuttal to the Magazine Advertising Bureau presentation, "The Profitable Difference," unveiled last fall at the MAB convention. Despite the fact that the presentation was very carefully labeled not anti-tv, it laid heavy emphasis on the claim that magazines reach U. S. households that buy more, and reach them more cheaply than tv.

The tone of TvB's 41-page analysis of the "changing trends in magazines as an advertising medium," was set early in the presentation with this candid admission: "For most advertisers, all major media are in direct competition; to select one means to reject others."

■ With this in mind, TvB set out to show what the "pinch of a giant vise"—that is, tv—has done to magazines during the period of the first tv decade—1949 to 1958. Among the points emphasized by TvB in this analysis of one of its major competitors:

• Magazines' share of the total national advertising take has steadily declined from 16.6% in 1949 to 12.1% in 1958.

• Much of the increase in magazine revenue is attributable to rapidly rising page rates. Advertising pages have declined during the past two years to a point where the 1958 total was lower than that for 1954.

• Tv has replaced magazines in the affections of many of the country's top advertisers. The top 100 advertisers spent more than twice as much in tv as they did in magazines in 1958. Some 42% of the big spenders spend more than 50% of their budgets in tv; only one of the 100 spends more than 50% of its total budget in magazines.

• Magazines are becoming less efficient at delivering audiences. Although circulations have risen 25% for a group of magazines studied by the ANA, page rates for the same magazines have increased 76%, with a resultant 41% increase in cost per 1,000 circulation.

• Despite 57 failures or mergers during the survey decade, the number of magazines is on the increase. The figure was put at 612 in 1958, against 558 in 1949.

• But 25%-30% of all people in the country are said to never read any issue of any magazine, while the county with the least tv penetration has 40% tv saturation, and the average county has an 86% saturation.

• Trends in magazine circulations have been away from the more valuable newsstand sales to the point where in 1958, 72.8% of all circulation was subscription. And the subscription sales are often increased by "artificial means, by the hypo," with magazines taking advantage of the fact that "an unmeasured portion of the American public . . . will buy almost anything, whether they want it or not, if they can get a bargain." Bargain selling has grown to 54.3% of all subscriptions, according to the ANA.

• In a further struggle for the advertising dollar, magazines have started fragmenting themselves into regional editions. These regional editions, with less than full national circulation and fixed production charges, cost the advertiser a premium.

• Much publicity was given to the magazine comeback in 1959, with the first nine months' figures showing a 7.1% ad linage increase for all magazines combined. Only a few of the general interest, large circulation magazines advanced at that rate, and two of the top general interest books lost ground during that period. But a number of magazines in the intellectual, specialized, small circulation group registered larger ad gains than the average.

"This," TvB concluded, "seems to indicate the future for magazines . . . specialization."

■ This was MAB's reaction to TvB's latest promotion piece:

"The timing of this piece is significant. It appears just before the issuance of 1959 reports, which will show the following:

1. "Magazine advertising volume is at a record high of $787,000,000 (exclusive of preparation charges). That figure compares with $696,300,000 in 1958—a gain of 13%."

2. "The 1958-'59 increase in magazine advertising of more than $90,000,000 was the largest year-to-year increase ever recorded."

3. "The percentage of total national advertising carried by magazines in 1959 will be consequentially larger than in the recessior year of 1958."

4. "For the first time since the advent of television, the percentage increase in magazine advertising exceeded the percentage of gain in television advertising—network and spot."

5. "Magazine circulations are at an alltime high."

■ "It is also significant, we believe, that TvB's compilation of figures dating back to year before last is issued at a time when the Magazine Advertising Bureau is presenting current facts on the comparative marketing values of households reached by magazines and evening television," MAB stated. #

Nobody says no to a kid...

This lad means business...

Like millions of other American boys and girls, his wants and needs are inexhaustible.

He is the "spark plug" that sets off many a sale of many a product. His parents never will learn to say "no" to anything they're really sold on!

One of the most dependable ways to reach and sell the families with the most children is to advertise regularly in Our Sunday Visitor and The Register. These are the weeklies that 1,722,518 Catholic families read—as regularly as Sunday follows Saturday!

Studies by independent researchers prove the strong loyalty of our readers toward national advertisers who use these Catholic weeklies. Ask to see this interesting report!

Reach America's Biggest Families . . .

THE FIRST OF THE BIG SPENDERS!

Get this FREE Book!

"The First of the Big Spenders" is packed with facts about the size, age levels, incomes and other significant data on the huge Catholic family market in America. Write for your copy today. No obligation, of course.

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

ABC

Represented nationally by

C. D. BERTOLET & COMPANY, INC.

CHICAGO-30 N. Dearborn St./CEntral 6-6481 • NEW YORK-16 E. 39th St., Room 519/Lexington 2-8188

15th Market in Total Retail Sales

Cultivate Apparel Sales Figures

In the South's top 25 markets—highly industrialized Greensboro ranks 16th in Apparel Store Sales ahead of Charlotte and close behind primary markets like Richmond and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

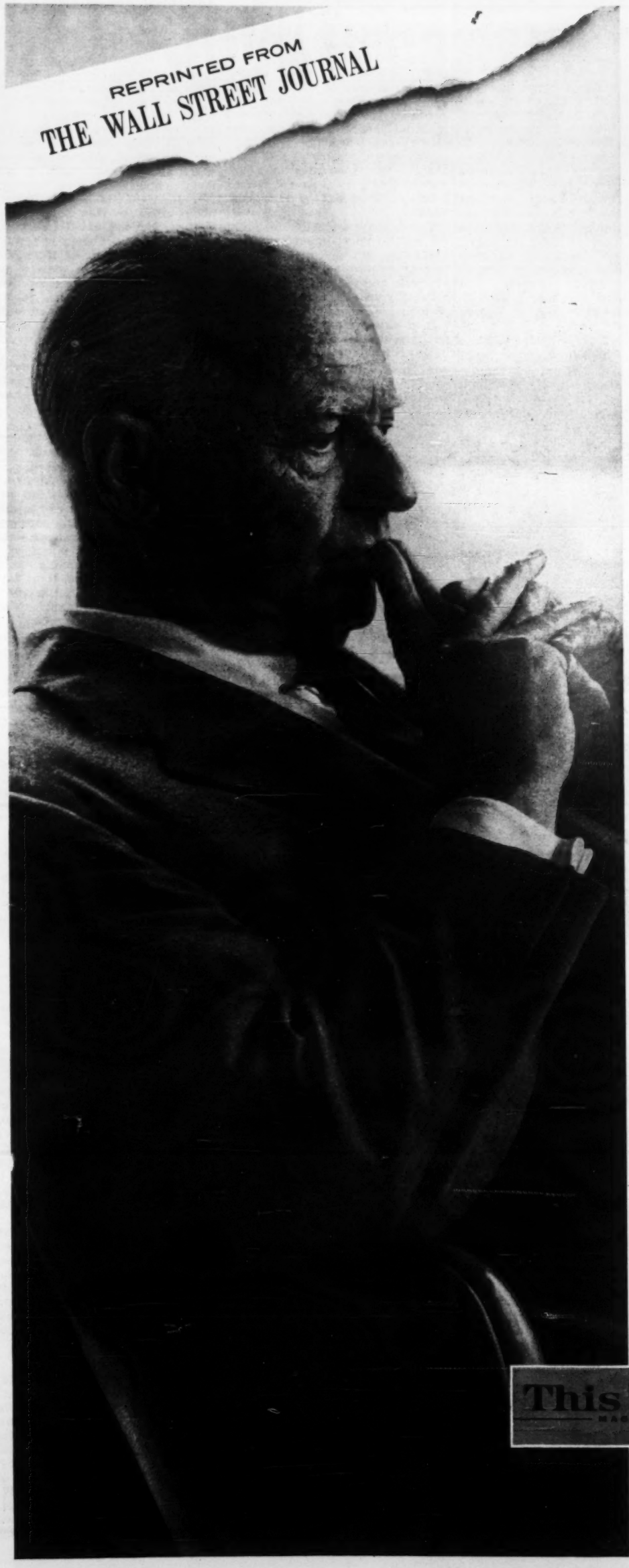
Greensboro—1st Market in the Carolinas—79th in the Nation

Greensboro News and Record

GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

REPRINTED FROM
THE WALL STREET JOURNAL



"The Prudent Man" faces the '60's

As we enter a new decade, the "Prudent Man" finds himself in an atmosphere of excitement and expectation. But for him—as President or Board Chairman of a large corporation—facing the future inevitably calls for sober questioning and reappraisal.

Can the gross national product continue to expand—or will the trend of the '50's be reversed? Will labor costs continue to rise? And perhaps most important, will the problem of shrinking profit margins become even more acute?

With such questions in mind, what must the Prudent Man think when he hears predictions that advertising expenditures may *double* during the next decade—from a present annual level of $11 billion to $22 billion? Advertising is already one of the largest single investments his firm makes. With a continuing "squeeze" on profits, investment in advertising will become increasingly crucial. In particular, past performance of every advertising medium will be scrutinized as never before.

As he reviews the '50's, the Prudent Man will remember the emergence of an exciting, young new medium—television. He will remember television's overnight successes—*and* its overnight failures. He will remember the meteoric rise and fall of comedy shows and quiz shows, of variety shows and westerns. He will remember the endless acceptance and rejection of one TV personality after another. He has learned that, after all, television is "show business"—and like all show business, is forever subject to the whims of a fickle public.

So facing the '60's, the Prudent Man will wonder just how big a part this "glamour" medium should play in his firm's future.

And what about print? Shouldn't more of his advertising share in the reliability and selling power of this time-proven medium?

The Prudent Man will face this decision with courage and discretion. But underlying his every thought will be this *fact:* A new decade can only strengthen the basic principle of prudent financial investment—the "Rule of Diversification". In the '60's it will be more important than ever to balance the speculative risks in television with the solidity of print.

The Prudent Man will know...

. . . that print is the most stable of all advertising investments.

. . . that leading magazines and newspapers are the "blue chips" of print.

. . . that with THIS WEEK Magazine as a basic investment, his company's advertising portfolio is soundly structured with the biggest "blue chip" of all.

"The Prudent Man"—Past and Future

130 years ago the principles of "The Prudent Man", the trustee of other people's money, were first defined:

"... He is to observe how men of prudence, discretion, and intelligence manage their own affairs not in regard to speculation, but considering the probable income as well as the probable safety of the capital to be invested."

JOHN MCCLEAN VS. FRANCES AMORY, Trustee.
Supreme Judicial Court of Massachusetts, 1830.

Throughout the '60's, there will be no better guide for The Prudent Man in planning his firm's portfolio of advertising investments.

This Week MAGAZINE

—the Biggest 'Blue Chip' of all—
circulation more than 13,000,000

The Keystone of Prudent Advertising Investment

Sales Up; Benrus Renews Guarantee Push, Adds Print

$2,000,000-Plus Drive Set as New Marketing Quartet Makes Debut

NEW YORK, Jan. 5—Benrus Watch Co. is so pleased with the success of its three-year unconditional guarantee program announced one year ago—and a resulting 7% increase in sales of jeweled lever watches—that it will again spend some $2,000,000 to promote the guarantee and will supplement this with its first print campaign in about eight years.

This was disclosed at a four-day annual sales convention held at the Hotel Biltmore this week. The supplemental print campaign is not fully set, but most likely will involve an additional expenditure of about $200,000, according to Harvey M. Bond, vp-advertising. Magazines and newspapers will be used.

Newspaper pages by retailers will feature an invitation to trade in cheap, non-jewel watches in any condition toward a new 17-jewel Benrus, with full purchase price allowance on the cheap watch, regardless of its condition. Although one-shot ads have run in recent years, Benrus returns in campaign strength to print because it feels the medium is well suited to "explain the full import" of the three-year guarantee.

■ Last year's $2,000,000 budget was a substantial increase over 1958, when about $600,000 was appropriated. The 1960 budget includes two one-hour Jack Benny tv specials, on March 20 and May 19. Mr. Benny and Benrus have joined hands before—three times last year—and he is now a company favorite. Grey Advertising agency has the Benrus account.

Added to the Benrus line this year will be a group of thin, self-winding waterproof watches retailing at $49.50. Price range of the entire Benrus selection is $25 to $295.

When Benrus first announced the unprecedented three-year guarantee program last January, in a move to "restore waning consumer confidence in watches" and "stabilize the watch industry," retail jewelers gave the company a cold stare; what would this do to the watch repair business?

Competitors also were skeptical; what would this do to Benrus service costs?

■ Some of the answers came out in a press conference following the luncheon session today. Exec vp Jay K. Lazrus said that initially jewelers "looked askance" at the possible loss in repair business. But, he said, it has been a slow, but sure, job to sell the jewelers on the fact that they are in business basically to sell quality watches instead of watch repairs.

Secondly, they are being persuaded to sell higher-price jeweled lever watches instead of the cheap pin-levers, which he said are never worth repairing. And with a three-year guarantee on a $25 watch, credit jewelers are finding it easier to trade up their customers.

Third, they are being told that the psychological impact of a no-exception three-year guarantee rolls over on to the jeweler's other products and sets up an image of reliability in the customer's eye. Watches, incidentally, may be returned either direct to Benrus or through the jeweler for repairs.

■ Records for the first complete year of guarantee operation show "an insignificant increase in service costs," with the number of watches returned for repair exactly 1% of the year's sales, which were not disclosed.

Total 1959 sales were up 7%-8%, it was reported, with the average unit selling price and share of market "up substantially." The total jeweled lever watch market showed an increase for the first time in five years, Benrus reported, and it claimed a major share of the credit. Sales of pin-lever watches comprise probably two-thirds of the unit sales and about 20% of the total dollar volume, they estimated.

Most repair problems in a quality watch arise in the first year, so Benrus does not expect any sizable increase for the second two years of the guarantee. It has spent at least $180,000 annually for the past several years to maintain a repair department which, in many instances, made no charge for repairs. Returns never exceeded more than 6% of watches sold. Returns on pin-lever watches have been reported as high as 24%.

■ Actually, the Benrus people said they were confident they could guarantee their watches for more than three years (five or ten years, for example) but did not, because the believability of a public which has had many sour experiences with guarantees and warranties would be taxed by a watch guarantee running more than three years. Also, they considered the fact that oil tends to oxidize in non-waterproof watches after three years.

■ The boldness of the Benrus guarantee recalled to mind strong guarantees by other manufacturers. W. A. Sheaffer Pen Co., for example, offered a "lifetime" guarantee on its white dot line of fountain pens for many years. Ultimately, the repair costs became so prohibitive as to constitute one of the reasons the guarantee was quietly dropped, although the white dot is still retained as a decorative mark on Sheaffer pens.

The Eversharp pen was once guaranteed "forever." Zippo Mfg. Co. still guarantees to fix any lighter, no matter how old, at no charge. And Benrus delights in pointing out that only it and Rolls-Royce are guaranteed for three years against "everything."

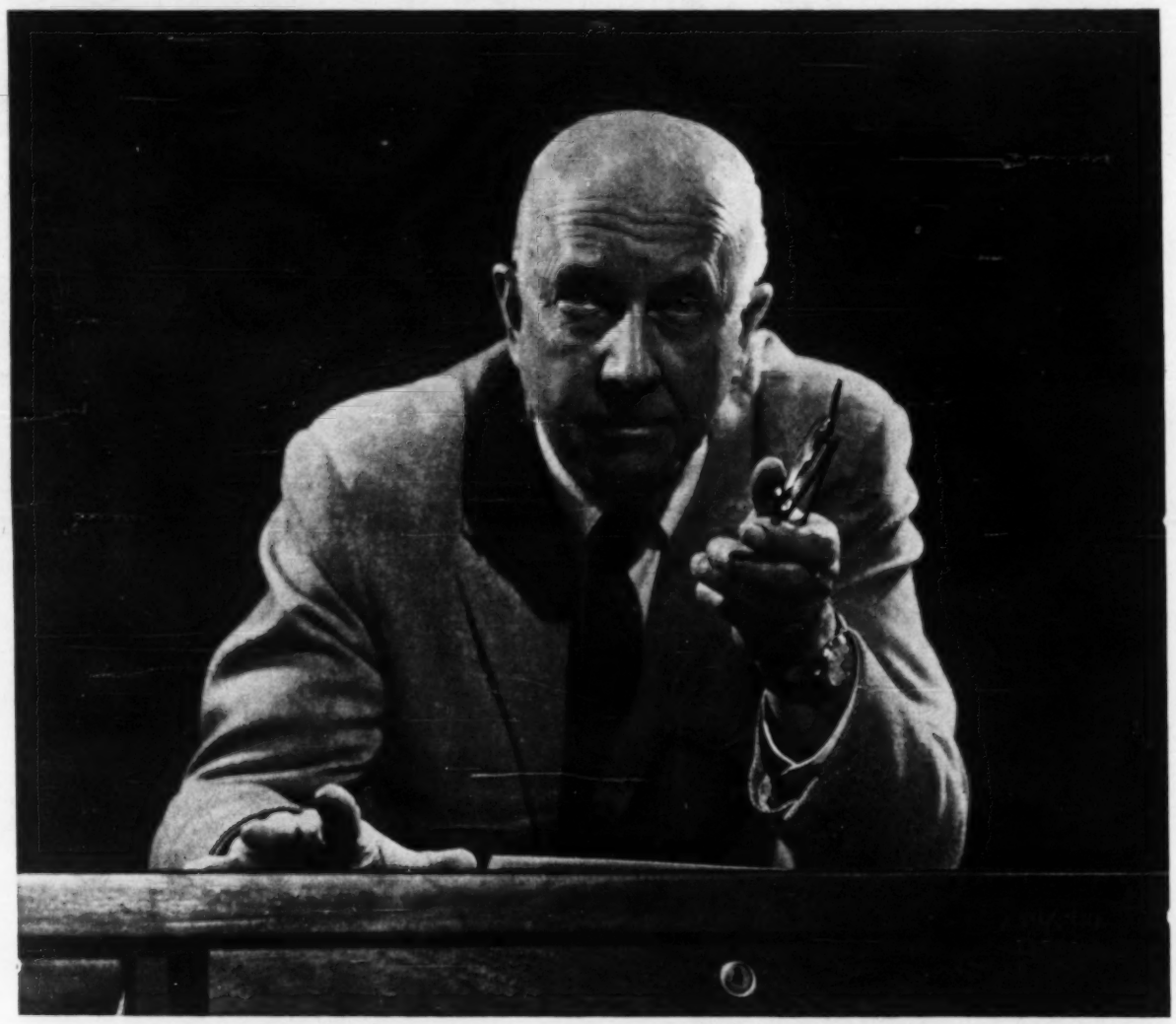
■ No major competitor in the jewelry business has adopted the extended unconditional guarantee, although Helbros Watch has started offering a three-year guarantee on its catalog merchandise. Catalog watches are the same as those sold in retail stores, but are priced slightly higher.

S. Ralph Lazrus, former Benrus president, died last fall and was succeeded by his brother Oscar. The sales meeting this week marked the debut of the company's new four-man marketing team. Headed by Jay Lazrus, it includes Samuel M. Feldberg, vp-sales; Mr. Bond, vp-advertising, and Stanley Karp, vp.

Elsewhere in the Benrus operation, David L. Judson was elected president of Sovereign Watch Co., a wholly owned subsidiary. The appointment was said to be part of the company's expansion into popular-price and fashion watches. Mr. Judson was vp of Mojud Co.

Ted Bates Names 3 VPs

William L. Ballard, Brantz M. Bryan, and James R. Kavanagh, all account executives servicing the Colgate-Palmolive account, have been elected vps of Ted Bates & Co., New York. Mr. Ballard, who joined the agency early in 1959, was formerly vp and director of marketing services at John W. Shaw Inc., Chicago. Mr. Bryan joined Bates in 1957 and Mr. Kavanagh has been with the agency since 1950.



"That's right—IEN has raised its circulation but not its rate!"

"That's right – IEN has raised its circulation but *not* its rate!"

Yes, it's true! Despite a circulation increase of 3,764 over the June BPA audited statement of 73,249 . . . and despite the continually increasing cost of publishing –

Industrial Equipment News plans no rate increase for 1960!

Comparatively speaking, this means that IEN is a better buy than ever before. It means that every month, you can place your advertising message before –

- 77,017 men
- in more than 40,000 plants
- in all of the 452 manufacturing industries

– and still for only $185.00 per insertion. This is less than the comparable rate in any "similar" publication.

Why not send for our recently revised nine section media data file – it gives you a detailed analysis of readership.

good for selling...because it's used for buying

Industrial Equipment News

461 Eighth Avenue, New York, N. Y.

Thomas Publishing Company

HEAD COUNT (cash on the barrelhead style)

Clench your fist, and you can count on the fingers of one hand the arrears on the Saturday Evening Post subscription list. In other words, zero, goose egg, none. That's important to an advertiser because long-term, paid-for subscriptions—like newsstand sales—show the readers' measure of editorial vitality. On both counts—newsstands and paid-for, hard-money circulation (no arrears), the Post is the number-one general weekly! Check your ABC and see.*

*ABC Publishers' Statements, June 30, 1959

A CURTIS MAGAZINE

The Saturday Evening POST

Sell the Post-Influentials . . . with HI-FREQUENCY Ad Page Exposure!

Patrick Gorman Moves into Top Ad Post at Schlitz

(Continued from Page 1)

brewing field but he classified the new ad director as a "top advertising man."

Mr. Uihlein said he and the Schlitz management were very happy with J. Walter Thompson Co., agency for Schlitz, and with the 1960 advertising program, and added that no changes are contemplated in these areas.

The Schlitz president denied industry reports that sales of Old Milwaukee beer were sagging. He pointed out that Old Milwaukee sales in Michigan last month were up 15% to 18%, and that Schlitz is going to continue marketing the brand aggressively.

■ Reached at his home in Milwaukee, Mr. McMahon declined comment on his resignation. He told Advertising Age that he has some future plans but could not discuss them now, and added that he was preparing to leave on a vacation for several weeks, "to get some rest and relaxation."

Mr. McMahon had served as director of advertising since March, 1958, when he took over following the sudden departure of John Toigo (AA, March 24, '58). Mr. McMahon had been with Schlitz for eight years.

Advertising directors at Schlitz have been about as secure as losing major league baseball managers, at least in the last nine years. Mr. Gorman becomes the fifth ad director at Schlitz during this span.

■ Theodore Rosenak resigned in October, 1951, to join Blatz as advertising manager. Edwin B. Self was called out of retirement to succeed Mr. Rosenak, and he held the top ad job until his resignation in January, 1956.

John Toigo joined Schlitz as director of marketing in March, 1956, following the demise of the old Biow-Beirn-Toigo agency, bringing with him a marketing team composed of Robert Branch, Louis Berger and Richard Steenberg.

Following two stormy years of Schlitzads and Schlitzfests, Mr. Toigo quietly junked his $100,000-a-year post at Schlitz and turned up the next day in Chicago as a candidate for president of Pabst Brewing Co. on the slate of a group of dissatisfied Pabst stockholders who tried, unsuccessfully, to gain control of the brewery.

■ Schlitz sales, which have been declining for the last two years, may have hastened Mr. McMahon's departure. Schlitz lost the selling leadership in the brewing industry to Anheuser-Busch in 1957 by a narrow margin, and has never regained it.

In 1958, Anheuser-Busch boosted its lead over Schlitz to more than 1,000,000 bbls. as Schlitz sales declined. Figures released this week for 1959 brewers' sales (*see story on Page 2*) disclose that Schlitz sales were down, as compared with 1958, and that Anheuser-Busch had increased its lead over Schlitz to more than 2,000,000 bbls. #

Two Leave 'World-Herald'

Lyle Johnson, business manager of the *Omaha World-Herald*, has resigned. He has not announced future plans. Carrol Wessel, promotion manager of the *World-Herald* for the past seven months, has resigned to return to the promotion department of the *Des Moines Register* and *Tribune*.

'Better Homes' New Idea Homes Bow at Builders' Convention

Chicago, Jan. 7—*Better Homes & Gardens* will introduce its 1960 Idea Home program Jan. 17 at the National Assn. of Home Builders convention.

An innovation for this eighth annual promotion will be prizes awarded to builders who initiate the best local promotion on the program.

Judging will be based on three points: Use and promotion of products advertised in *BH&G*, adherence to original plans in construction, and over-all promotional advertising activity.

First prize for the builders is a seven-week trip to Europe for two; second prize is a two-week U. S. vacation.

Participation is open to all advertisers in *Better Homes & Gardens*. Where more than one company advertises a similar product, the store furnishing the home will be allowed to choose which brand it wishes to feature. Advertisers are supplied with promotion kits to use when calling on the participating builders and stores, in addition to other promotional material.

■ Four model homes provide the nucleus for the program. The magazine hopes to get 100 model homes built by various builders throughout the country for the September Idea Home issue.

Names of builders and the stores which furnish the homes will be listed in the September issue. Newsstand copies in each builder's area will carry the builder's name and the address of the model home on the cover.

Better Homes & Gardens supplies promotional material to the builders and stores, including newspaper ad mats, radio and tv copy, weatherproof site signs, direct mail pieces and ideas for promotional campaigns.

Don Dooley, general promotion manager of Meredith Publishing Co., Des Moines, said that during the 1959 program builders sold 520 Idea Homes and gained an additional 1,940 sales leads. #

MAKE PAPPY HAPPY—*That's the theme of this year's Father's Day promotion by McGregor-Doniger Inc. This color page will run in the New York Times Magazine May 22 and Life June 3. McCann-Erickson, New York, is the agency.*

Kawneer Co. Ltd. to Goodis

Kawneer Co. Canada Ltd., Toronto subsidiary of Kawneer Co., Niles, Mich., has appointed Goodis, Goldberg, Dair Ltd. to handle its advertising in Canada. Kawneer Co. Canada Ltd. fabricates architectural metal products for exterior walls, windows and doors for single and multi-story buildings. Fuller & Smith & Ross is the agency for the parent company.

Five Groups Now Selling Newspapers

New York, Jan. 7—Formation of Newspaper Color Advertising Inc. brings to five the number of newspaper selling groups in a field once covered exclusively by only two.

Only two years ago the job of selling advertisers on newspapers as an ad medium was handled almost entirely by the BofA, ANPA, which, as information arm of the industry, continues to promote newspapers generally but cannot accept an ad order.

The AANR, while also promoting the so-called newspaper "concept," functioned mainly as a business or trade association with actual selling efforts left to individual members.

But in 1959, three other selling groups have emerged.

• A national "sales force" operated jointly by the BofA and AANR. This unit is fundamentally a marketing advisory team which recommends markets to national advertisers and agencies rather than specific newspapers within a market. At this point, the high-level task force does not accept ad orders except for AANR clients.

• Million Market Newspapers Inc., a joint selling unit comprised of five newspapers—*Boston Globe, Milwaukee Journal, Philadelphia Bulletin, St. Louis Post-Dispatch* and *Washington Star*. The national space selling group will attempt to sell advertisers on the combined circulation of five dailies.

• Newspaper Color Advertising, a sales unit, made up of both newspapers and newspaper representatives to sell national advertisers on newspaper color generally and to recommend specific newspaper schedules tailored to the advertiser's marketing needs, will accept ad orders at advertiser's request. #

Newspaper Execs Dominate Newly Reactivated NCA

(Continued from Page 1)

vertising Age that he continues to "have all the confidence in the world" in the color group and said that perhaps "in six or eight months" his own group—MMN—may consider membership in Newspaper Color Advertising.

Another development yesterday was the return to the NCA fold of J. Larned Ferguson, head of Sawyer-Ferguson-Walker, who resigned from the group in August. At the time, Mr. Ferguson attributed his resignation to objections of certain client newspapers who, he said, "felt the project was at odds" with functions of the Bureau of Advertising. Today, however, Mr. Ferguson said he rejoined the group as a director with his client newspapers' blessings.

■ In addition to Messrs. Ferguson and Jaeger, other officers of NCA are John W. Sweeterman, vp and general manager of the *Washington Post*, chairman of the board; J. Rufus Doig, head of O'Mara & Ormsbee, and George E. Akerson, ad director of the *Boston Herald-Traveler*, vps; and Peter Benziger, head of Ridder-Johns Inc., secretary and treasurer.

J. W. Sweeterman

Named directors were Charles Thieriot, publisher of the *San Francisco Chronicle;* Harry Cahill, general manager of the *Seattle Times;* Walter Christenson, president of the *Omaha World-Herald,* and Daniel Ridder, co-publisher of the *Long Beach Independent & Press-Telegram.*

Sponsoring newspapers, which will pay a percentage of their national r.o.p. color advertising revenue to support NCA, are the *Boston Herald-Traveler, Columbus Dispatch, Long Beach Independent & Press-Telegram, Miami News, Newark News, Omaha World-Herald, Pasadena Independent & Star-News, St. Paul Dispatch & Pioneer Press, San Francisco Chronicle, San Jose Mercury & News, Seattle Times, Tacoma News Tribune* and *Washington Post.*

■ Mr. Sweeterman, vp and general manager of the *Washington Post & Times-Herald* and chairman of the new color group, told AA that it represents a new opportunity to "reestablish newspapers as a basic advertising medium." He called a complete newspaper color package a "new, fresh medium" and noted that advertisers and agencies had indicated great interest in its development.

Mr. Sweeterman emphasized the newspaper-control elements of NCA, noting that six of the nine directors are newspaper executives. He commented that NCA, in its originally proposed form, was primarily a representative-directed organization, but that now "newspapers have taken control."

He said he had talked to a number of newspapers recently and predicted that the number of newspapers involved in NCA would grow rapidly after the organization actually gets going Feb. 1. "In a few weeks we'll have more newspapers to announce," he said. #

Adman in the News . . . *Harold H. Jaeger*

Harold H. (Hal) Jaeger, new president and general manager of Newspaper Color Advertising Inc., is a bookish, bespectacled man who looks like a banker and speaks in the polished phrases of a text book.

At various times in his career, the 54-year-old sandy-haired Mr. Jaeger has been a history teacher, free lance writer, house organ editor, gentleman farmer, garbage collector, marketing consultant and ad agency executive.

Harold H. Jaeger

And in his new job at NCA, he expects to use his writing, marketing and ad experience in his new role as salesman for newspaper color.

Selling is not new to Hal Jaeger—he's been selling in one form or another since the early '30s, when he landed his first agency job as a copywriter with J. Walter Thompson.

■ But he never planned to be a salesman. His boyhood ambition was to be a newspaper man and on the advice of an uncle, an editorial writer for a Chicago newspaper, he studied English and history at the University of Wisconsin, graduating in 1926.

Newspaper jobs didn't come easy, so his first job was as a history instructor at Culver Military Academy (he still delights in finding factual flaws in his nine-year-old son's history books).

A few years later he quit teaching and moved east to New York where he did some free lance writing in the depression-bound years 1932-33.

■ His restless energy, and a human desire for three square meals a day, prompted him to take a job with Standard Oil Co. of New Jersey, where he worked as a writer on the company house organ. After a brief stint chronicling intramural events at Jersey Standard, he moved to J. Walter Thompson and has been in and out of the agency business ever since.

At Thompson he worked on such accounts as Libby, McNeill & Libby and Hammond Electric Co. Then he moved to Compton Advertising, supervising the big-spending Procter & Gamble account while operating a small woodworking plant in Connecticut as a sideline.

■ In 1945, he resigned from Compton to devote full time to his woodworking business. Two years later, Mr. Jaeger began a promotional and marketing service for the Can Manufacturers Institute and, for the next five years, spent his time first as a consultant and later as director of marketing persuading institute members to adopt modern marketing methods in the industry.

Meantime, he sold his woodworking plant and acquired a farm, where he immediately put his considerable business acumen to work by starting a garbage collection business and raising his hogs with the garbage collected—receiving payment for his service at the same time.

■ In 1952, Pat Geyer, impressed with Mr. Jaeger's work for the can makers, offered him a job as vp and general manager of Geyer Advertising. Hal accepted, continuing with the canner institute as marketing director and supervising the Kelvinator account at Geyer at the same time.

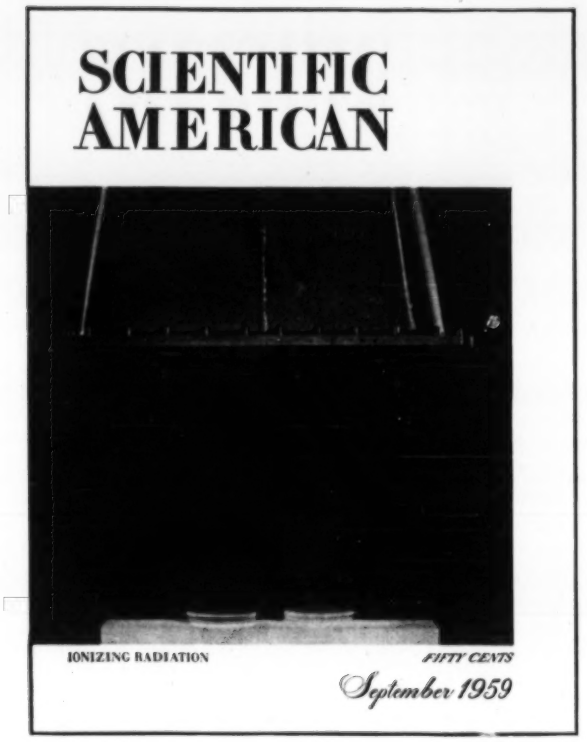
He resigned from Geyer three years later, in 1955, to start his own market development service, again continuing in his job with the canner institute. Then, in 1957, American Can Co., cornerstone of the institute, pulled out and CMI was dissolved. Mr. Jaeger, left with one hat, decided to "go it alone" and took on individual marketing assignments for various companies through 1959.

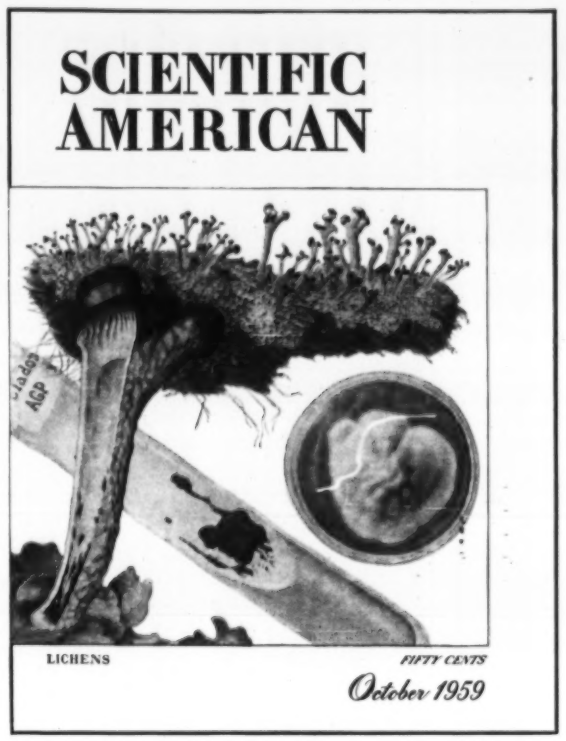
During this time, however, he got interested in the marketing problems of food wholesalers and, as he puts it, spent part of 1958 "experimenting" with wholesale grocer selling techniques.

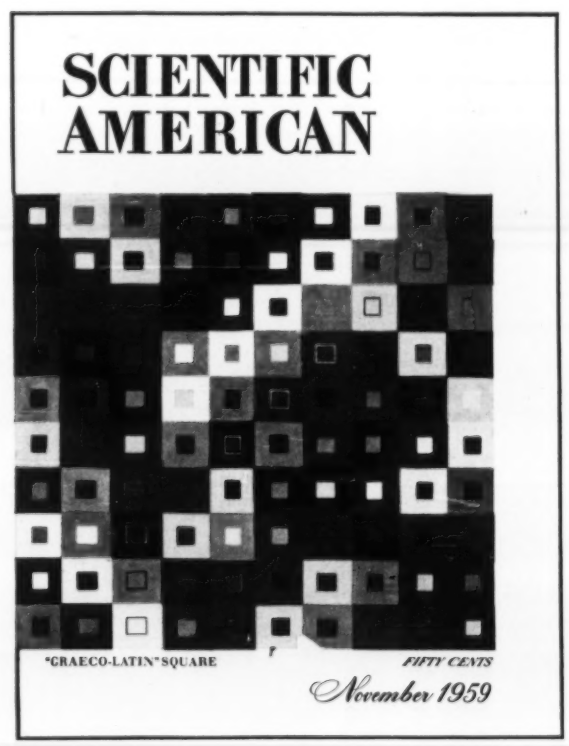
■ His experiments were apparently successful since Food Service Institute Inc., an agency designed to create marketing, sales and operation services for institutional grocers (selling to hospitals, restaurants, etc.), was set up with Mr. Jaeger as its founder and first president. To round out his weekends, he continued farming activities (with his wife and four children) at a farm in Easton, Md., where he lives.

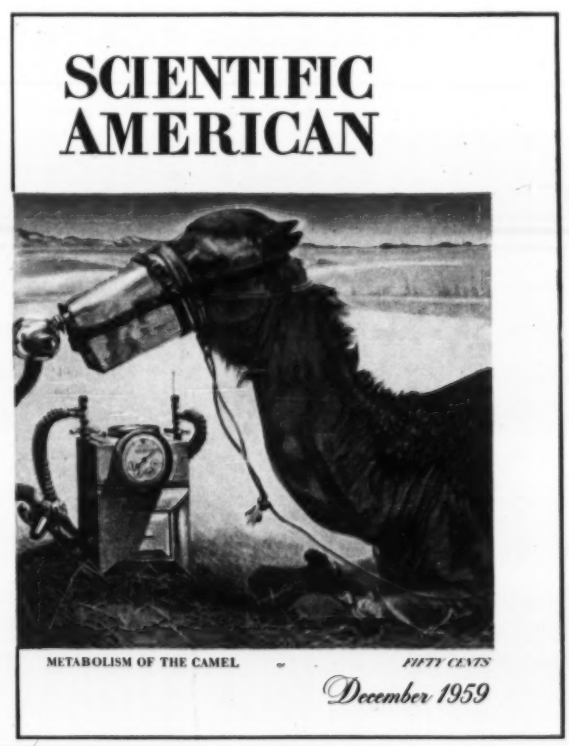
■ In his job at Newspaper Color Advertising, Mr. Jaeger plans to apply his theory of "total marketing" to newspaper selling. As he explains it, this calls for "flexible application of all marketing tactics [he emphasizes 'all'] to a given selling problem."

And in a business where national food advertisers are a prime selling target, it seems likely that Hal Jaeger's food and agency background will come in handy for NCA. #









For corporations whose customers are other corporations SCIENTIFIC AMERICAN made important news in 1959. The magazine carried 1431 pages of advertising, a gain of 44.5 per cent over 1958. This investment in the advertising pages of SCIENTIFIC AMERICAN reflects a fundamental change in the management of our industrial economy: today, two kinds of judgment—business and technical—decide where the dollars go when industry buys. To reach those who make the business judgment, advertisers have long had a choice of excellent publications. To reach the makers of the technical decisions, they have found in SCIENTIFIC AMERICAN the single magazine that has brought the men of Technical Management together in a single audience of more than 250,000. Is your stake in Technical Management reflected in your 1960 advertising plans?

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

to see what
these eyes saw

turn to pages 26-27

AMA Publishes Report

The American Marketing Assn. has released a new publication, "Advancing Marketing Efficiency." The volume, edited by Lynn H. Stockman, professor of marketing at Northwestern University, contains 85 speeches from the 40th national conference of the AMA.

Poole Adds RCA Post

Herbert A. Poole, manager of advertising and sales promotion of RCA Service Co., in addition has been named director, promotion, RCA Institutes Inc. The Radio Corp. of America division is a training school for electronic technicians.

Three Name EPR for U. S. Ads

European Publishers Representatives, New York, has been appointed exclusive U. S. advertising representative for three business dailies in Europe—*Financial Times* of London, *Les Echos* of Paris and *24 Ore* of Milan.

Monite Names Storm

Monite Inc., maker of mothproofing products, has named Storm Advertising Co., St. Louis, to handle its account. The Storm agency will also place national magazine advertising for the American Mothproofing Co.

Freeman Starts 'Market Guide'

Miller Freeman Publications, Portland, has started publication of a weekly forest products and housing market news service—the "Market Guide." The publication will carry no ads.

New Crackdown Set on Tax Abuses in Expense Accounts

WASHINGTON, Jan. 5—Internal Revenue Commissioner Dana Latham outlined a series of moves last week designed to crack down on expense account abuses of top corporation officers and free-spending employes.

New tax forms which will be used beginning with tax year 1960 will require corporations to keep more extensive records of expense account expenditures for travel, entertainment and other business expenses.

■ Corporations will be expected to declare whether they claim deductions for hunting lodges, resort property or yachts; whether leased or rented apartments and dwellings were for officers and employes; whether families of officers attended conventions or business meetings, and whether vacations were provided for families of officers and employes. All companies reporting these claims will probably be audited, the commissioner said.

Other new regulations and instructions require reporting of the names of all top officers receiving expense money. Field offices are also receiving instructions to pay particular attention to returns where deductions for entertainment and similar expenses appear to be disproportionate.

■ The instructions reiterate that "our long-standing policy of reasonableness will continue to be applied with respect to requiring substantiation of items of relatively small amounts. This applies in particular to deductions for such business expenses as taxi cab fares, tips and other items of relatively small amount that are not readily susceptible to substantiation." =

Stanford Offers Fellowship

Stanford University is offering a $2,400 graduate fellowship in advertising research in its department of communication and journalism in cooperation with the Advertising Research Foundation, New York. Deadline for applications, which can be filed for trainees by ARF member companies, is Feb. 15.

Temkin Heads Sleex Ads

Harold I. Temkin, formerly assistant advertising manager of Formfit Co., Chicago, has been named advertising and sales promotion manager of Sleex Products Co., Chicago, new division of Formfit. The Sleex division was formed this year to market a new line of "Sleex" rubber girdles.

Koeble Joins Fleer

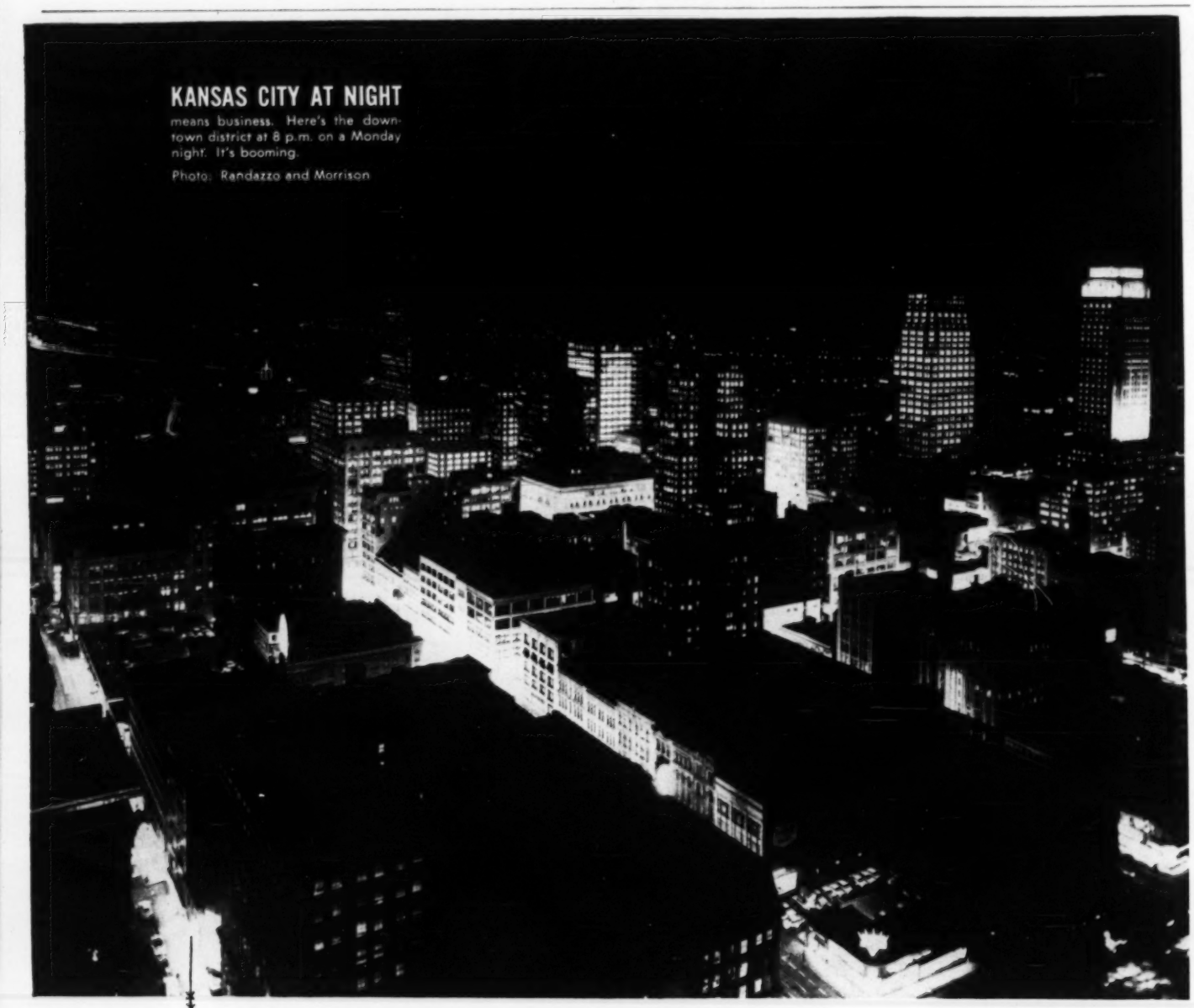
Robert H. Koeble, formerly advertising and sales promotion manager of Eskimo Pie Corp., has joined Frank H. Fleer Corp., Philadelphia, as promotion manager. Mr. Koeble succeeds Harry M. Ellsworth, who resigned earlier in the year.

Two Name Thomson

Federal Warehouse Co. and Peoria Service Co., manufacturer and vendor of ice products, both in Peoria, Ill., have named Thomson Advertising, Peoria, to handle their accounts.

Rosen's Bakery to Scott

Rosen's Bakery Inc., Chicago, maker of Pride of America rye bread, has named R. Jack Scott Inc., Chicago, to handle its advertising.


KANSAS CITY AT NIGHT
means business. Here's the downtown district at 8 p.m. on a Monday night. It's booming.
Photo: Randazzo and Morrison

C'mon downtown, in Kansas City

Exciting things are happening there.

Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.

It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.

And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.

It's not so hard to understand why. KCMO-TV **means** Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from America's tallest self-supported tower.

CBS-TV
CHANNEL 5

Kansas City MO-TV

E. K. Hartenbower, Vice President and General Manager

Sid Tremble, Station Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented Nationally by Katz Agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

Free Speech Isn't Same on Air, FCC Urges in Lawsuit

WASHINGTON, Jan. 5—While the Federal Communications Commission pondered conflicting views and statements about its power to supervise content of radio tv programs (AA, Dec. 21, 28; Jan. 4), the commission's staff went into court last week in a brief which argues that the FCC has extensive responsibility in reviewing programming material.

Since early this month the commission has heard more than 50 witnesses offer advice on steps that should be taken to deal with radio-tv programming shortcomings.

Repeatedly, Chairman John Doerfer has expressed doubt that the commission can consider a station's programming record without starting down a road toward illegal censorship.

■ In a "friend of the court" brief filed in New York last week, however, the commission's legal staff cautioned the court of appeals for the second circuit that a forthcoming court decision in an appeal involving mailing rights for "Lady Chatterley's Lover" should be hedged so that it cannot be used in any subsequent litigation involving freedom of speech on the air.

More specifically, the brief sought to avoid a ruling which would put "Lady Chatterley" on the air as well as in the mail.

"The determination of whether a particular type of programming is in the public interest under the Communications Act or is 'obscene' or 'indecent' within the meaning of the law may involve a number of factors not present in the determination of obscenity under postal laws," the FCC brief said.

■ It noted the Supreme Court "has apparently recognized" different rules and standards may be appropriate for different media of expression. "Accordingly," it said "the commission respectfully requests that the court, in its opinion in this matter, avoid any holding which might be construed as determinative of the obscenity of the unexpurgated version of 'Lady Chatterley's Lover' for purposes of broadcast media."

FCC's study of its powers is to resume Tuesday with spokesmen for the Assn. of National Advertisers (ANA) scheduled to appear. Also scheduled next week are Advertising Federation of America witnesses and Philip Cortney of Coty Inc. #

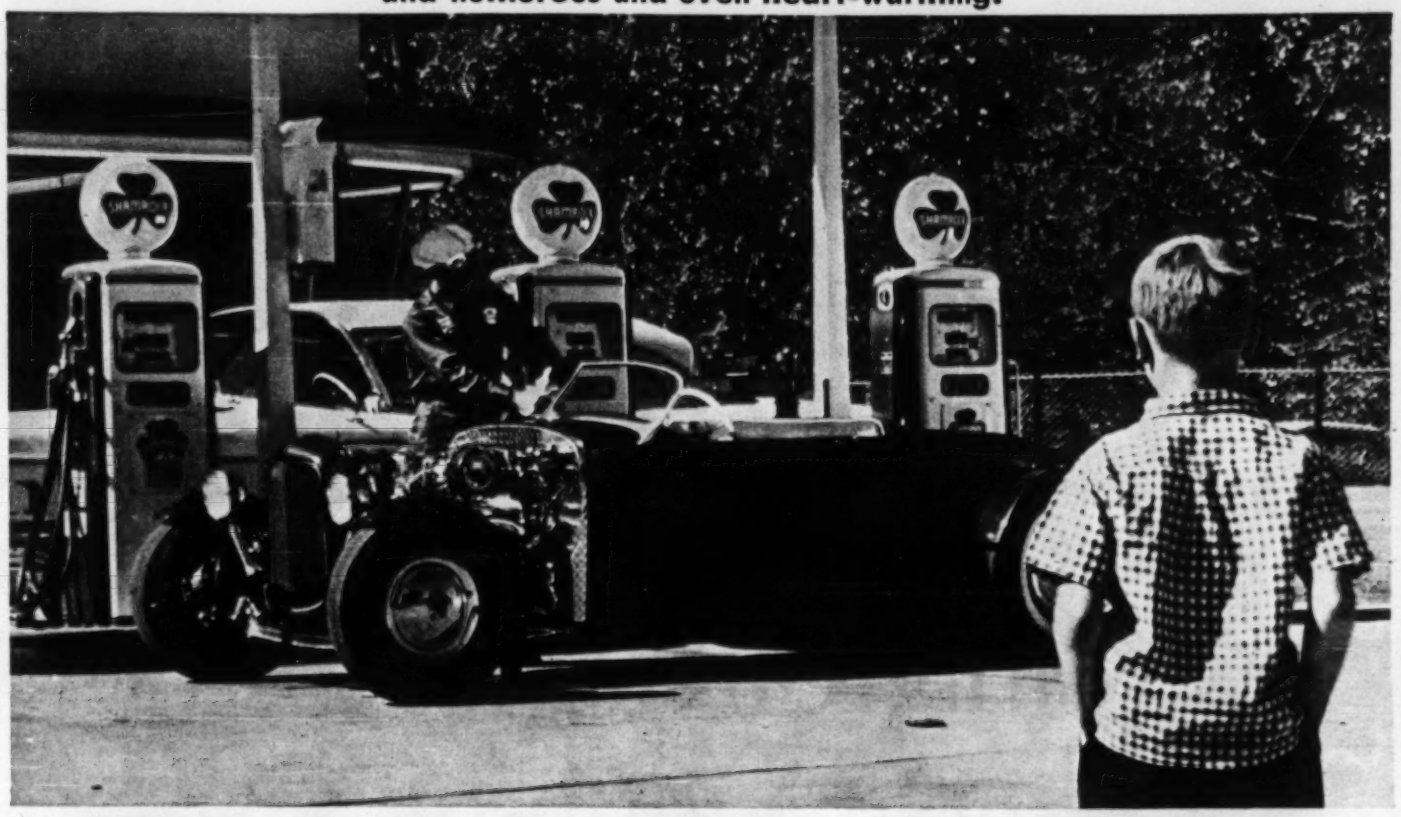
KMOX-TV Appoints Three

Thomas Stanton and James P. McGraw have been appointed account executives of KMOX-TV, St. Louis. Mr. McGraw joined the sales staff Dec. 18, replacing Norman Cissna, who was recently promoted to a sales post at CBS-TV Spot Sales, Chicago. Mr. Stanton has been director of sales promotion for KMOX-TV since November, 1957. Judd A. Choler has been named to direct the station's sales promotion activities. Mr. Choler formerly was director of sales promotion of WCAU-TV, Philadelphia.

'All Florida' Names Jennings

Matthew Jennings has been named advertising director of *All Florida*, Ocala. Mr. Jennings was formerly with the *New York Herald Tribune* and Young & Rubicam.

This Shamrock film sells pretty hard — yet in a refreshing low-key way which is touching and humorous and even heart-warming.



THANK YOU

ART DIRECTORS CLUB OF CHICAGO

FOR AWARDING ALEXANDER FILM CO. FIRST AND SECOND PRIZES FOR DESIGN OF LIVE TV MINUTE FILMS, FROM 225 ENTRIES... 1959 BEST-IN-ADVERTISING-ART COMPETITION.

Colorado Springs, Colorado — Alexander FILM CO.

world-wide theater and TV commercial distribution . . . film production . . . merchandising services

A major "switch" from traditional and routine automotive roadshots is achieved through terse editing, exciting rhythm and music.

Young Chicago

loves to buy...

...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.

The Editorial Viewpoint . . .

Thirty Years of Advertising Age

With this issue ADVERTISING AGE celebrates its thirtieth birthday. The first number appeared January 11, 1930. Since then this publication has witnessed the great depression, the recovery, the second world war, the postwar boom, the Korean war, the advent of the atom bomb and a brand new era in advertising and marketing.

G. D. Crain Jr.

No one would deny that these thirty years have encompassed some of the most interesting, exciting and challenging developments in the history of the United States and in the business of moving goods from maker to consumer. Because of these stirring events, the opportunities and the services of business publications have expanded at a tremendous rate.

ADVERTISING AGE set out to be the chronicler of the advertising and marketing world. We believe that our performance has improved from year to year, just as our facilities have been constantly increased to meet the new situations which have developed with such amazing speed. Our staff of experienced and able editors, columnists, reporters and correspondents, now covering not only the domestic scene but a large part of the free world, has enabled us to provide our readers with fast and accurate news reflecting important and significant developments in advertising and marketing wherever American enterprise is at work.

The new concepts of integrated marketing have been largely responsible for the far greater importance of advertising to successful companies in all lines everywhere. And the enormous growth of advertising as a key factor in marketing has pushed the number of those interested in our service to the highest figure ever known. Thus our circulation has grown from a modest 8,000 distribution when the publication first saw the light of day to a paid subscription figure close to 50,000—dramatic evidence of the importance of the kind of information service which ADVERTISING AGE was organized to provide.

The most important person in the life of ADVERTISING AGE is you, the reader. The interest of readers, both in the content of each week's issue, and in helping to make it of interest by offering both news stories and suggestions, is responsible for the success which AA has recorded. In the future as in the past, you will continue to be first and foremost in our thinking and planning.

G. D. CRAIN JR.

It's the Product That Counts

As we enter a new year and a new decade, it may be worth all our whiles to be reminded that, important as marketing, advertising, selling and promotion may be, the most important thing of all is still the product or service being offered.

It may be equally worth our whiles to remember that Wendell Willkie's "one World" philosophy is rapidly being approached, on the marketing front if not on the political front. American products are more and more in competition with similar products produced in other countries. And they are not always giving a good account of themselves.

In fact, it may just be possible that the *quality of product* turned out by American industry may be the most important single element in our economic success or lack of success in the decade that is now starting.

American belief in obsolescence as a way of life is being challenged, not only in other countries but here at home, because there is more than a suspicion that we may have carried the principle of obsolescence too far—that we are building products designed to start wearing out before the customer gets them home from the store.

The fact is, as all of us know, that too many American products, even though basically well designed and well constructed, are suffering badly from poor inspection. They are coming off the assembly lines with built-in faults that mar their operation, frequently require annoyingly quick repair, and add up to consumer dissatisfaction that too often is shrugged off by both manufacturer and retailer.

This is bad at home, and almost suicidal in world markets. And not even the most intelligent marketing plans, or the most exciting advertising operations, can be expected to overcome this kind of sales handicap for long.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Why We Are Here

Advertising Age, The National Newspaper of Advertising, has been developed to meet a definite need.

Presenting the news of advertising—a business of widespread interests and ramifications, involving expenditures of two billion dollars a year—has never been the primary, exclusive function of any advertising publication.

That is the task to which Advertising Age will devote itself. Each week in these columns will be found the record of events in the world of advertising: the news of advertisers, of agencies, of publications and other mediums, and the news of general developments which affect marketing and hence advertising.

With an organization which has had fourteen years of successful publishing experience, with a staff familiar with the activities and personnel of the advertising and publishing fields, with a group of news-gatherers covering not only the chief centers of advertising, but the whole country, Advertising Age, The National Newspaper of Advertising, is ready to function.

We hope to merit the appreciation and good-will of our readers and advertisers.

TIMELESS—*This two-column statement of purpose, which appeared on the first page of the first 12-page issue of Advertising Age on Jan. 11, 1930, is as timely and applicable now as it was then.*

What They're Saying . . .

Time for a Change

For most goods, advertising is not only unnecessary but unwelcome. Moscow's real Madison Ave. is Grapevine Alley, and rumors and tips spread quite enough information as it is. Shoppers seem to know about a new shipment of wardrobe chests or hand towels before the store managers entrusted with them. There is no need for mail order catalogs; not even musical-record catalogs. "Fear not, those who are interested know about a new record before I do," said the man in charge of recordings at the Ministry of Culture recently.

In this situation, the sales personnel, ensconced in their cashier cages and behind their abacuses, all too easily imagine that they, instead of the goods on the shelves, are the object of the suppliant crowds milling before them. They snap and they bark or they converse with friends or pass around pictures of Baby Sasha or move the lines out to the sidewalk while they go off to lunch. Endlessly, the jostling crowds and irate, crusading newspaper writers demand a change, a helpful Communist spirit from behind the counter.

—Max Frankel, New York Times Moscow correspondent, in an article, "The Russian Customer," in the New York Times Magazine.

Fair Trade in California

The state supreme court has upheld the fair trade price system governing the retail sale of liquor by the bottle in California.

Under this system consumer minimum prices are fixed by the brand owner and a retailer who cuts this price risks the loss of his license.

All distilled spirits and wines are "protected" by fair trade. Fair trading of beer is permissive, depending upon the wishes of the manufacturer.

The court's 4 to 3 decision, announced yesterday (Nov. 30) in San Francisco, overturns a 1958 ruling by the superior court which held the fair trade law unconstitutional.

—Editorial in the Sacramento Bee, Dec. 1.

Rough Proofs

The Milwaukee Braves were among the most sincere sympathizers who greeted the Wisconsin Badgers on their return from their unsuccessful expedition to Southern California during the holidays.

•

While the New York Giants were getting their lumps in the championship pro football game with the Colts, Philip Morris was using some of their stars to sell cigarets to the tv audience.

Wonder what brands the Colts were smoking?

•

There's a big battle shaping up in the $100,000,000 dog food industry among the leading brands, but don't even suggest that it will develop into dog-eat-dog competition.

•

Music hath charms, etc., but the American Federation of Musicians doesn't think it's at all charming when it is produced by foreign followers of Orpheus for U. S. television consumption.

•

"We admire people who avoid politics—office politics, I mean," remarks David Ogilvy.

But maybe putting a nice red apple on teacher's desk doesn't come under the head of politicking.

•

Internal Revenue insists it will treat "idea" ads as lobbying unless Congress says no.

Talk is never as cheap as advertised, and this kind of talk will carry a 52% tax penalty.

•

Esther Williams, the beauteous and glamorous swimming star who heads International Swimming Pool Corp., continues to be in very good shape, even if the financial affairs of her company aren't.

•

After thirty years' work for the *Ladies' Home Journal*, Dick Ziesing is going to take a trip around the world, and everywhere he goes he will find that "Never underestimate the power of a woman" has preceded him.

•

"Send qualifications and preferred salary range" is the way a Pittsburgh company concludes its invitation to prospective members of its ad department.

In this case "preferred" and "acceptable" may not be entirely synonymous.

•

There's still gold in those hills, as the *Fairbanks Daily News-Miner* invites advertisers to "stake their claim in the rich Alaska market."

•

The *St. Louis Globe-Democrat* used to described its market as the "Forty-ninth State," but developments in 1959 have made it necessary to revise the nomenclature somewhat.

COPY CUB.

The Philadelphia Inquirer acknowledges, with appreciation and pride,
the confidence of its advertisers who, in 1959, enabled it to record:

The largest advertising volume ever published
by a Philadelphia newspaper;
Leadership in retail display advertising;
Leadership in department store advertising;
Leadership in specialty shop advertising;
Leadership in national advertising;
Leadership in financial advertising;
Leadership in classified advertising.

The objective of The Philadelphia Inquirer is
to continue to merit the increasing confidence
of its readers and advertisers.

"we take you now to"...

The most exciting words in radio
—and they carry a special meaning
on the NBC Radio Network
where microphones range far and near
to capture the Sound of the Sixties.

The roar of a rocket
... the din of a political convention
... the familiar voices of headline
personalities and favorite
entertainers—these sounds are part
of the Listening Watch
which will be kept by NBC Radio
in the critical years ahead.

These sounds—and many more:
the immediate sounds of news events—
reported and interpreted . . .
and the lighter sounds
of music, comedy, drama.
They're brought to you,
moment-by-moment, day-after-day
on such programs as
News of the Hour, Emphasis
and weekend Monitor . . .
the kind of programs
only Network radio can provide.

For listeners the new
1960 NBC Radio Schedule represents
what they want to hear: the important,
exciting, entertaining sounds
which reflect our changing times.
And for advertisers,
an unparalleled opportunity
to capitalize on the
greatest listener-interest in history.

the sound of the sixties on
THE NBC RADIO NETWORK

NONSENSE!

There's nothing better than the work you get when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Easy-Wash Names Bayard

Easy-Wash, pre-wash stain remover manufactured by Van Wyck Products Co., Pasedena, has named Jere Bayard Advertising, Los Angeles, to handle its account. Easy-Wash, currently advertised in nurses' professional publications, will be presented in large-space ads in *Uniforms & Accessories* and *Women's Wear Daily*.

Las Vegas Bans False Ads

Las Vegas adopted an emergency ordinance Dec. 18 to prevent false and fraudulent advertising. The action was aimed primarily at marquee ads of motels which list free tv, free babysitters and other tourist lures.

Wilding Promotes Miller

Gordon Howard Miller, formerly creative writer in the Detroit office of Wilding Inc., has been named managing director of creative sales for the Great Lakes division of the company in Detroit.

King Sano Cigarets, Kate Smith Return to Network TV

NEW YORK, Jan. 5—Returning to network television after an absence of five and a half years, King Sano cigarets has signed a 52-week contract as alternate-week sponsor of NBC-TV's "Meet the Press" on Sundays at 6 p.m., EST, beginning Jan. 3. Network tv pioneer, U. S. Tobacco Co., New York, maker of King Sano, sponsored NBC-TV's "Martin Kane" for various products from September, 1949, until the show went off the air in June, 1954.

King Sano came in as a sponsor in August, 1951, and stayed until the show terminated. King Sano's recent buy was made by C. J. LaRoche & Co.

Coming back as a tv regular after a similar absence is one of video's early big stars, Kate Smith. Starting Jan. 25 at 7:30 p.m., EST, Miss Smith will be presented in a 30-minute weekly variety show over CBS. Her sponsor will be American Home Products Corp. (Ted Bates & Co.). She will take over the time period being vacated by "Masquerade Party," an old panel program that came in as a temporary replacement for "Name That Tune" when CBS banned big money and prize giveaways. Miss Smith's last regular series, a daytime NBC stanza, went off the air in June, 1954. #

Advertising Council Opens Project 'Hope' Campaign

The Advertising Council is spearheading a drive to raise contributions for a hospital ship which will travel to Indonesia, Vietnam, and other countries, serving as a training and treatment clinic. The ship, which will be christened "SS Hope" next spring, needs an estimated $3,500,000 to maintain itself for a year.

Project HOPE (Health Opportunities for People Everywhere), is headed by William R. Farrell, director of marketing services, Monsanto Chemical Co., St. Louis. Young & Rubicam, New York, has volunteered to create ads to be released around Jan. 1. Through the National Wholesale Druggists' Assn. and the Federal Wholesale Drug Assn., special HOPE collection cartons will be supplied to retail druggists throughout the nation. Ex-Cell-O Corp., Pure-Pak division, is designing and contributing some 80,000 cartons.

Westinghouse Sale Starts

"Jump into 60" will be the theme of the annual "White Sale" being held in January and February by Westinghouse major appliance dealers. Special appliance values will be promoted through newspaper ads, radio spots and point of sale display material. In addition the sale will be advertised on Desilu Playhouse (CBS-TV).

Howard Changes Name

Howard Publishing Co., Park Ridge, Ill., has changed its name to Peacock Business Press Inc., effective Jan. 1. The company publishes three monthly magazines, *American Paper Merchant, Paper, Film & Foil Converter*, and *American Boxmaker;* an annual, *Source of Supply Directory;* and the American paper convention dailies.

McGraw-Hill Boosts Mack

Gordon A. Mack, western district manager for *Coal Age, Engineering & Mining Journal* and *E&MJ Metal and Mineral Markets*, has been appointed ad sales manager for the McGraw-Hill mining publications, effective Jan. 1. The position was formerly handled by Donald C. McGraw Jr., now publisher of these magazines.

THE OPERATION WAS A SUCCESS...

the result: A most successful public service telecast with high viewer interest and sponsor appeal.

A skillful artery reconstruction surgical operation was recently telecast by KRON/TV and sponsored by Jenkel-Davidson Optical Company. It was the first of a series of medical programs to be produced by KRON/TV under the auspices of the San Francisco Medical Association. • Great viewer interest was proved by the results of a special ARB coincidental survey, which gave this program a rating of 18.3—more than the other three Bay Area TV stations combined!

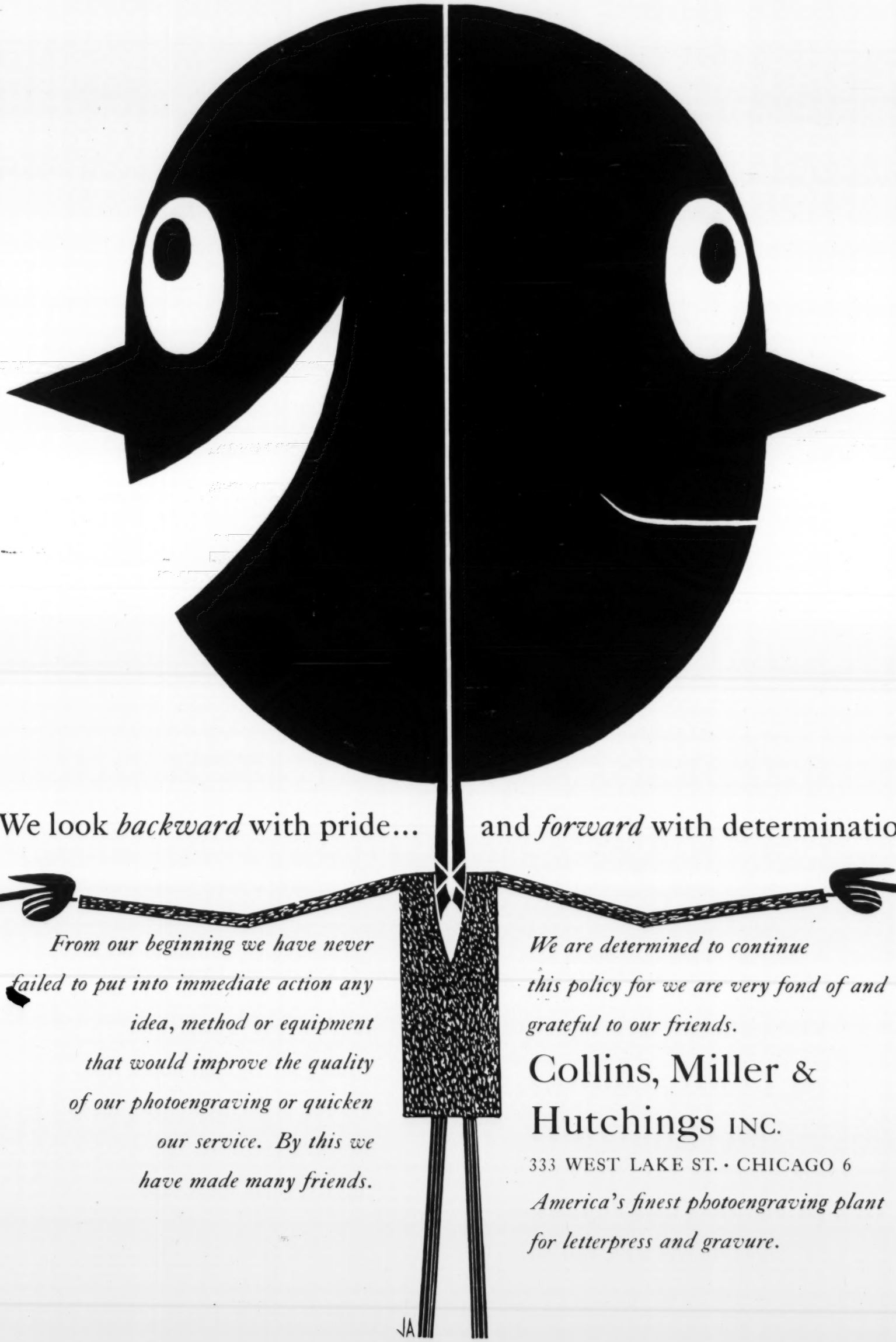
THIS TYPE OF PROGRESSIVE PROGRAMMING IS ONE OF THE MANY REASONS

SEAL OF GOOD PRACTICE

KRON is TV in SF

KRON/TV, CHANNEL 4, SAN FRANCISCO

NBC AFFILIATE ☆ REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



We look *backward* with pride... and *forward* with determination!

From our beginning we have never failed to put into immediate action any idea, method or equipment that would improve the quality of our photoengraving or quicken our service. By this we have made many friends.

We are determined to continue this policy for we are very fond of and grateful to our friends.

Collins, Miller & Hutchings INC.

333 WEST LAKE ST. · CHICAGO 6

America's finest photoengraving plant for letterpress and gravure.

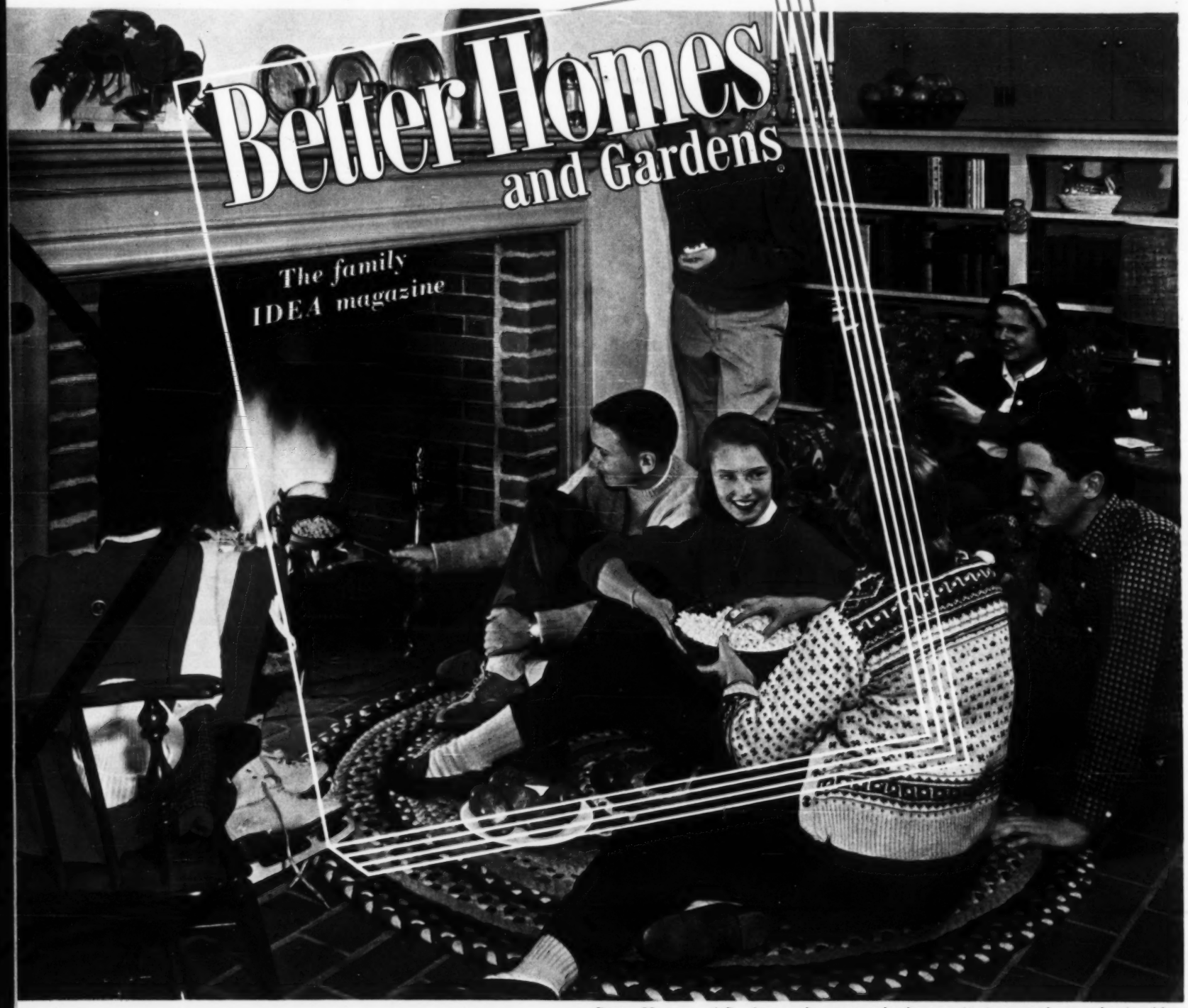
People looking for ideas

the

Better Homes and Gardens.

5,000,000 COPIES MONTHLY BEGINNING IN FEBRUARY

look to family IDEA magazine



Better Homes and Gardens makes more sales because it gives people more buying ideas

What's the magic that makes almost sixteen million men and women read—and *heed* what they see in Better Homes and Gardens month after month? They've bought the BH&G Idea which is simply this: "Do you want to live better? *Here's how!*"

To reach people with an expansible interest in their homes and families, there's just no place like Better Homes and Gardens. BH&G readers think the thing to do with ideas is to *try* them. And that's why the big idea behind *your* product gets a better break in BH&G. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

. . where America shops for ideas that make sales

Man Alive!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Bates Names 3, Boosts 2

Ted Bates & Co., New York, has named Kenneth W. Kear, Donald J. Sauers and Robert Shapiro copywriters. Mr. Kear formerly was with Grey Advertising Agency; Mr. Sauers was with Ketchum, McLeod & Grove and Mr. Shapiro was with Young & Rubicam. Bates also has promoted Mitchell Lipman, formerly assistant business manager of network relations. Larrabee M. Johnson has been named counsel for business affairs in the radio-tv department at Bates. He will continue his duties as assistant business manager of the radio-tv departmant.

Asthalter Joins MacGregor

Jack H. Asthalter, formerly vp of marketing for Wallace Silversmiths, Wallingford, Conn., has been named to the new post of vp of marketing for MacGregor Sport Products, Cincinnati, subsidiary of the Brunswick-Balke-Collender Co., Chicago.

Herbert Promoted to VP

J. P. Herbert, account supervisor on the Revere Camera Co. account at Keyes, Madden & Jones, Chicago, has been elected vp. Mr. Herbert also handles the agency's tv and radio talent relations.

What's Britain like as a market?

The British don't take salesmen to their hearts

A Survey has shown that 94% of women and 67% of men at three British universities thought that socially speaking being a salesman was a Bad Thing. In a similar Survey in the United States, only 23% of students felt like that.

The fact is, the British kid themselves that they are never 'sold' anything–they just happen to decide to buy it.

That is one of the reasons why successful British advertising is different from successful American advertising. In Britain it pays to be persuasive rather than dogmatic–to use more verbs and fewer adjectives–to add a lightness of touch even to the worthiest of products.

Doing this kind of advertising comes naturally to a native British advertising agency like the London Press Exchange–one of the two largest agencies outside the U.S.A., and one of the very few with American ideas of what agency service should mean.

We would like a chance to tell you more of ourselves–in London, or in the U.S. if you are really interested. May we start by sending you a booklet we have just published?

LPE
Advertising & Marketing

The London Press Exchange Limited, 110 St. Martin's Lane, London WC2, England

Food Prices Seen Stable in '60; Ad Costs, Sales Higher

NEW YORK, Jan. 5—The housewife's grocery bill will remain about the same, but advertising costs, sales and profits will rise in 1960, according to a survey of top food executives by *Food Engineering*.

More than half of the food executives polled by the McGraw-Hill publication—52%—said they hoped to hold their prices at current levels, and 13% anticipated lowering prices, while about 35% said they would increase prices between 2% and 3% to defray marketing costs.

Sales are expected to rise 5.5% and profits 7.5%. Advertising costs are expected to rise 9%, market research 15.5% and technical research 15.9%. Almost two-thirds of the companies expect to increase ad budgets next year and part of the increase will be due to higher media rates. Influencing the sales-profit picture will be a 4,000,000 population increase and a 4%-6% upsurge in consumer disposable income.

■ There apparently will be no let up in the flood of new products. Of the presidents checked, 85% expect to bring out new items or improved versions of existing products; and 36% of those considering new product introductions plan on diversifying into areas their product lines do not cover at present.

The wider range of choice which will be offered is also expected to have its effect on advertising because of the increased emphasis on preselling. #

Arrow's 'On Location' Ads Announce New Shirt Line

Arrow shirts go "on location" this month to plug its spring line, via four-color ads in *The New Yorker* starting Jan. 16. Cluett, Peabody & Co., maker of the shirts, will use four other magazines to present color shots made "on location" in areas of the world which inspired designs for the shirts. *The Saturday Evening Post* will run three insertions, starting March 26, *Holiday* will carry the ad in its February, March and June issues, *Life* will run at least four starting March 14, and *Sports Illustrated* will carry about eight ads starting with the Feb. 1 issue. Lennen & Newell, New York, is the agency.

McGraw-Hill Boosts Anderson

Russell F. Anderson has been named publisher of *Metalworking Production*, British publication of McGraw-Hill Publishing Co., in London. He was formerly the publisher of *American Automobile* and *El Automovil Americano*, McGraw-Hill export publications. Eugene E. Weyeneth will succeed Mr. Anderson and continue in his present status as publisher of *Contruccion, Industria* and *International Management Digest*, the company's international papers.

Muir Named Director

James Muir, chairman and president of the Royal Bank in Montreal, has been named a director of Thomson News Ltd., London. Mr. Muir has been associated with Roy Thomson on the board of the Scotsman Publishing Co. in Edinburgh since the Canadian publisher acquired the *Scotsman* in 1955.

KLM Shifts Kraft to N. Y.

Ellen Kraft has returned to New York as assistant sales promotion manager of KLM Royal Dutch Airlines. Miss Kraft has worked in the advertising department of the airline's head office in The Hague for the past three years.

The New York Times.
CITY EDITION
KHRUSHCHEV MIXES WITH PEOPLE, SAYS HE WON'T CUT TOUR SHORT; U.S. IS SEEKING TO END 'NEEDLING'
ST. LOUIS POST-DISPATCH
FINAL
KHRUSHCHEV FLARES UP WHEN AFL-CIO LEADERS PRESS HIM FOR ANSWERS
THE CHRISTIAN SCIENCE MONITOR
U.S. Labor Chieftains Spar With Khrushchev
The Courier-Journal
Top Red Asks Friendship With All U.S.
THE KANSAS CITY STAR.
'Our Positions Are Irreconcilable:' Khrushchev Tells Leaders of U. S. Labor After Three Hours of Sharp Wrangling.
U. S. BRANDS RED CHINA
NEW YORK Herald Tribune
Late City Edition
Khrushchev Is Welcomed By a Friendly San Francisco; Drops His Threat to Go H...
WIND, RAIN, HAIL LASH CITY
CHICAGO DAILY NEWS
The Independent Newspaper
RED STREAK
The Washington Post
Cheers for Khrushchev Ease Tension After His Stormy Visit in Los Angeles
THE SUN FINAL
Khrushchev, Angry In Los Angeles, Turns Jovial In 'Frisco As Whistle-Stop Cheers Delight Him
THE MILWAUKEE JOURNAL
Irate Khrushchev Swaps Blasts With American Labor Leaders

The Kansas City Star Voted One of the 10 Best Newspapers

Recently, Practical English, a national magazine for high school students, published a special 16-page section on the subject of newspapers and newspaper reading.

For purposes of comparison in judging newspapers, the magazine named the 10 newspapers which 213 newspaper publishers some time ago, in a survey conducted by Edward L. Bernays, well-known public relations counsel, had selected as the best dailies in the country. The newspapers were listed in the order of the publishers' preferences.

This is the list:

New York Times

St. Louis Post-Dispatch

Christian Science Monitor

Louisville Courier-Journal

The Kansas City Star

New York Herald Tribune

Chicago Daily News

Washington Post

Baltimore Sun

Milwaukee Journal

The earning of a place on any "best list" is not a main objective of The Star. Its single purpose is, and must be, to edit and publish a newspaper that meets the particular needs and interests of a particular community—the people who reside in Kansas City and its contiguous territory. How they rate The Star is evidenced by the fact that as readers and subscribers they have accorded The Star the largest per capita circulation coverage of all American newspapers.

THE KANSAS CITY STAR

Petersen Forms Group of Five Youth Magazines

Petersen Publishing Co., Los Angeles, is offering advertisers a new magazine group, comprised of five Petersen youth magazines. The combination, made up of *'Teen, Hot Rod, Motor Trend, Motor Life* and *Car Craft*, is called the Petersen American Youth Group and will carry a guaranteed circulation of 2,000,000, effective with the February issues.

The page b&w ad rate for the group is $6,627. A four-color page is $10,302. Advertisers utilizing the Youth Group receive a 7½% rate reduction, Petersen said. Petersen has also set up a monthly survey of 1,500 young men, conducted by Eugene Gilbert Co., New York, to determine buying habits and preferences of the nation's young male market.

Nides Cini Appoints Two

Nides Cini Advertising, Los Angeles, has formed a separate promotion division to originate and administer shopping center promotions and has named Dorothy Denny director of the division. Miss Denny formerly was owner of Leader Publishing Co. and currently is publisher of *Valley Cue* in Southern California. Nides Cini also has named Marcia Friedman publicity manager of its new publicity and public relations department. Miss Friedman most recently was advertising manager of California City Development Co., Hollywood.

Penn Offers 20 Fellowships

The Annenberg school of communications, University of Pennsylvania, is offering 20 fellowships for the degree of master of arts in communications. Workshops, seminars in history, criticism, research, and a lecture-reading course in which executives of mass media are to appear will be on the one-year program.

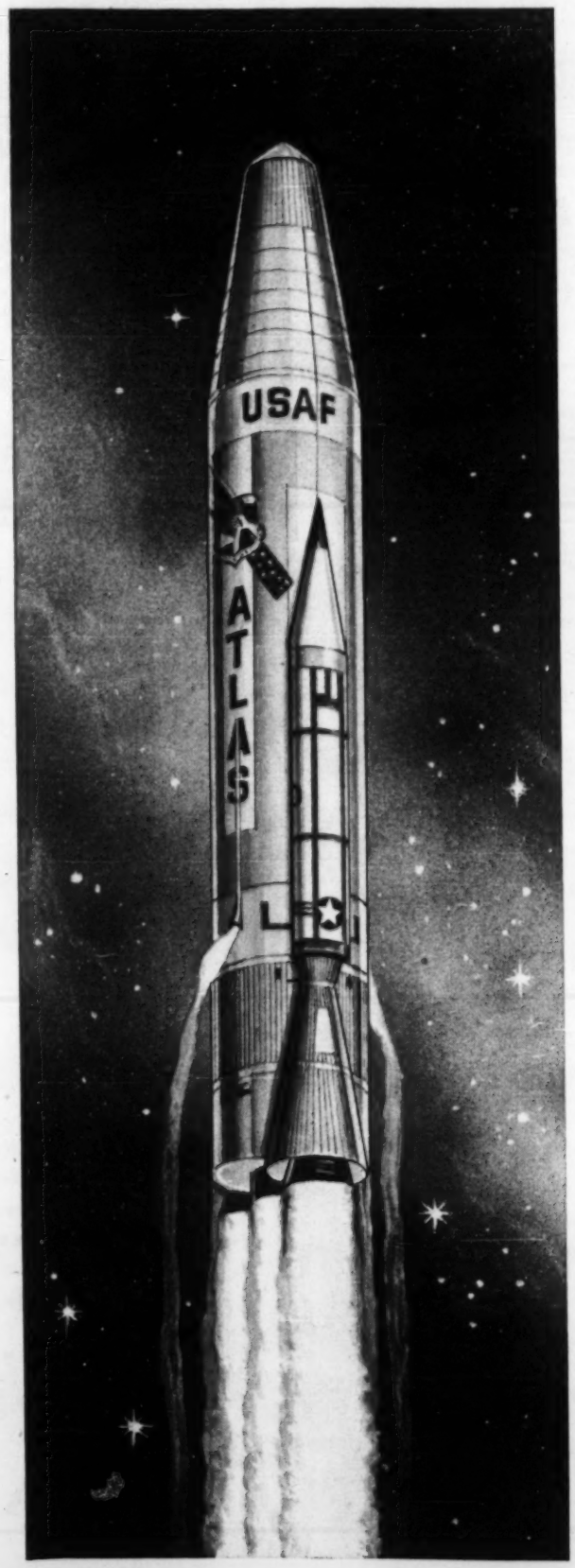
Hotpoint Names Cox

Hotpoint Electric Co., Philadelphia, has named J. Cunningham Cox Inc., Bala-Cynwyd, Pa., to handle its advertising for Pennsylvania, New Jersey, Delaware, Maryland and Washington, D.C.

JUICY DISPLAY—*The increased availability of battery-powered toys has inspired Ray-O-Vac Co., Madison, Wis., maker of batteries, to create this display reminder for heavy traffic locations in stores.*

turn the page
to see
what they saw...

The Atlas Intercontinental Ballistic Missile.
Range: 5500 miles



It's Loaded

with buying power . . .

THE INDIANAPOLIS AREA

● More than 2 million people, with almost 4 *billion* spendable income, make this compact 45-county market one of your primary sales targets.

For the selling power you need in this prosperous area, concentrate your advertising in the Indianapolis News and the Indianapolis Star.

This powerful combination guides your ads straight to 54.9% of all households—qualified, selective coverage of the most able-to-buy, highest income families! Here's advertising coverage that's geared to your distribution channels, in this rich area where retail sales per family are 15.9%* *above* the national average.

*Sales Management, Survey of Buying Power, 1959

GET THE FACTS!
Write for your free copy of "FACTS," a condensed report of the booming economic picture of Metropolitan Indianapolis.

The Indianapolis STAR
Morning & Sunday
The Indianapolis NEWS
Evening

KELLY-SMITH COMPANY
NATIONAL REPRESENTATIVES

Switch into VHF Band Is Profitable, WVEX-TV Reports

NORFOLK, VA., Jan. 5—Thomas P. Chisman, president and general manager of WVEC-TV, is not at all superstitious about the numeral 13. Quite the contrary; it's fast becoming his favorite number.

The cause for Mr. Chisman's preoccupation with that supposedly unlucky number is obvious and understandable. After years of battling for viewers and advertisers with a high band channel in a predominantly low band area, he received permission to move his station from Channel 15 to Channel 13—a number just low enough to put the station in the vhf band.

The big switch was made Nov. 13, with enough fanfare to alert every viewer. The news was trumpeted via car cards, outdoor posters, newspaper ads, laundry wraparounds and announcement cards inserted in diaper service packages. Peoples Drug Stores throughout the area staged 13¢ sales to mark the occasion.

Coincidentally with the channel move, the station switched networks—moving from NBC to ABC.

Business, local as well as national, has spurted since WVEC-TV moved down the dial, Mr. Chisman has reported.

■ The additional business has come in at a higher rate—$750 for a Class AA hour against $350 for a Class AA hour when the station was an outlet with fewer tv homes available. This is still slightly below the level of the other vhf stations in the Norfolk-Hampton area.

IT&T Unit Names Two

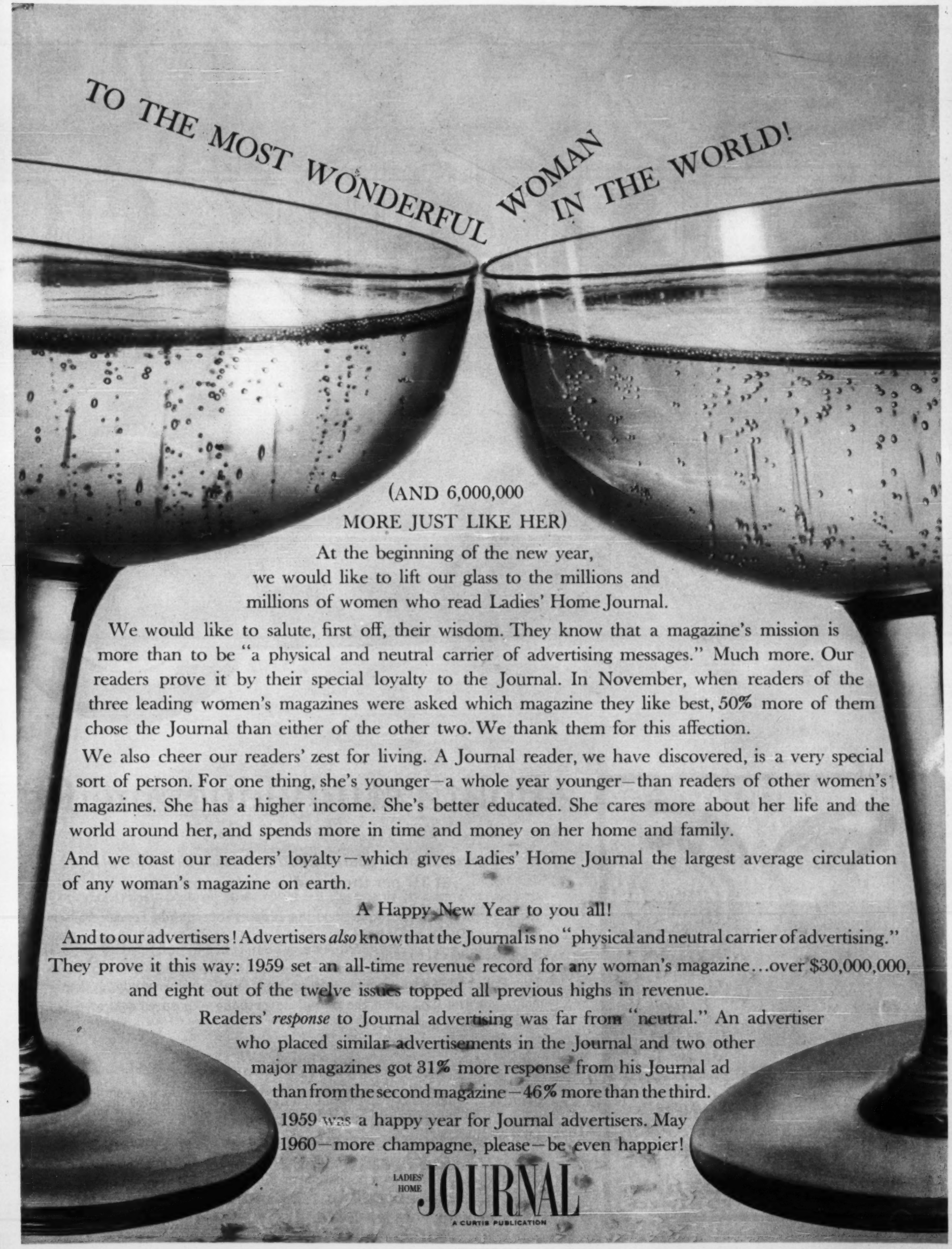
Gilbert E. Boissy has been named advertising-sales promotion manager of Kellogg Switchboard & Supply Co., Chicago, communications division of International Telephone & Telegraph Corp. Mr. Boissy formerly was an account supervisor with P. R. Mallory & Co., Indianapolis. Kellogg Switchboard also has named Roger H. Booty, with the company three years, assistant manager of advertising promotion.

Royal-Globe Boosts Russell

Royal-Globe Insurance Group, New York, has named Graham L. Russell vp-personnel and public relations. With the company since 1946, Mr. Russell now has executive charge of advertising, personnel, public relations and education.

Langeler-Stevens Boosts Powers

Declan Powers Jr., production and traffic manager for the past two and a half years, has been named business manager of Langeler-Stevens, Orange, Conn.



(AND 6,000,000
MORE JUST LIKE HER)

At the beginning of the new year,
we would like to lift our glass to the millions and
millions of women who read Ladies' Home Journal.

We would like to salute, first off, their wisdom. They know that a magazine's mission is more than to be "a physical and neutral carrier of advertising messages." Much more. Our readers prove it by their special loyalty to the Journal. In November, when readers of the three leading women's magazines were asked which magazine they like best, 50% more of them chose the Journal than either of the other two. We thank them for this affection.

We also cheer our readers' zest for living. A Journal reader, we have discovered, is a very special sort of person. For one thing, she's younger—a whole year younger—than readers of other women's magazines. She has a higher income. She's better educated. She cares more about her life and the world around her, and spends more in time and money on her home and family.

And we toast our readers' loyalty—which gives Ladies' Home Journal the largest average circulation of any woman's magazine on earth.

A Happy New Year to you all!

And to our advertisers! Advertisers *also* know that the Journal is no "physical and neutral carrier of advertising." They prove it this way: 1959 set an all-time revenue record for any woman's magazine...over $30,000,000, and eight out of the twelve issues topped all previous highs in revenue.

Readers' *response* to Journal advertising was far from "neutral." An advertiser who placed similar advertisements in the Journal and two other major magazines got 31% more response from his Journal ad than from the second magazine—46% more than the third.

1959 was a happy year for Journal advertisers. May 1960—more champagne, please—be even happier!

LADIES' HOME JOURNAL
A CURTIS PUBLICATION

Politz study documents

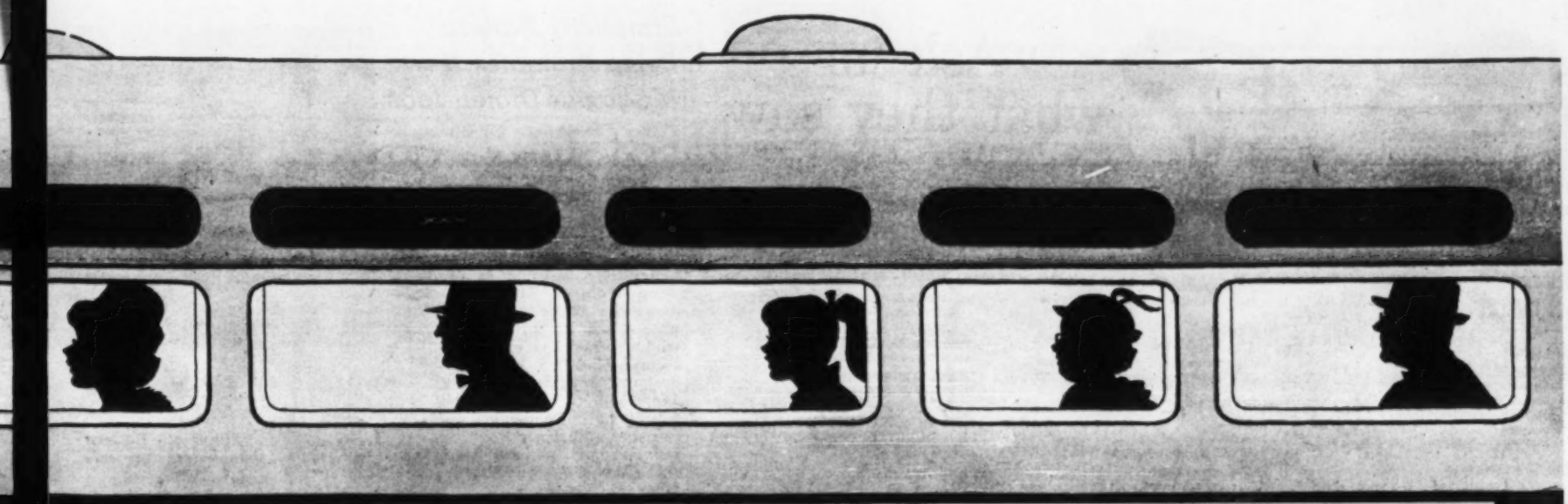
Proves transit posters' *power-to-reach-the-people* at 31¢ per thousand *actual* exposures!

We are proud to present our new Politz Study of Outside Transit Poster Exposure. We believe it is one of the most accurate and conservative media studies ever made.

This Politz survey . . . a pioneering advertising exposure study . . . documents for the first time the *actual* advertising exposures delivered by outside transit posters.

A New Survey Technique . . .

Using a unique photographic method developed especially for this study, the Politz organization photographed the people on the streets . . . and counted only those who were *actually* exposed (those persons who had *both eyes* clearly visible in the photographs). The study revealed that a full showing of 150 transit posters in Philadelphia delivers 17,710,000 *actual* ad exposures in a 30-day period. At the one-month rate, that's 3225 actual exposures per dollar!



3225 actual ad exposures per dollar!

Mass Coverage at Reasonable Cost . . .

Compare transit posters' power-to-reach-the-people in terms of its reasonable cost . . . 31¢ per thousand actual ad exposures.

Do you know of another national mass medium that delivers this volume of ad exposure at a *reasonable* cost . . . that will enable you (within your budget) to keep your message *continually* in front of nearly everybody in town?

We Believe . . .

This pioneering ad exposure study deserves thorough consideration by you, and every advertiser and agency that sells a mass-market product.

A complete report in booklet form, plus a color-sound film that will give you the details about this unique media study, are available.

Tell your local NATA member* or NATA Headquarters you want all the facts on the Politz Study.

NATA

NATIONAL ASSOCIATION OF TRANSPORTATION ADVERTISING, INC.

500 Fifth Avenue, New York 36, N. Y.

* see list on next page

Ask us what they saw

ALABAMA
Muscle Shoals, Selma, Tuscaloosa
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.

ARIZONA
Phoenix, Tucson
Arizona Transit Advertising
915 N. 4th St., Phoenix

ARKANSAS
Hot Springs
Traction Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.
Little Rock
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.

CALIFORNIA
Bakersfield, Fresno, Monterey Peninsula, Oakland, Sacramento, San Francisco, San Jose, Stockton
Fielder, Sorensen & Davis
130 Kearny St., San Francisco 8
Long Beach, Los Angeles, Pasadena, San Bernardino
California Transit Advertising
2233 Beverly Blvd., Los Angeles 57
San Diego
Harwood Hoyt Fawcett
235 Broadway, San Diego 1

COLORADO
Colorado Springs, Pueblo
Transit Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.
Denver
Fred H. Barlow Co.
1154 Bannock St., Denver 4

DELAWARE
Wilmington
ATE Advertising
12th & Cumberland Sts., Allentown, Pa.

DISTRICT OF COLUMBIA
Metropolitan Area
Nation Wide Bus Advertising Co.
280 Broadway, New York 7, N.Y.

FLORIDA
Bradenton, Lakeland, Pensacola, Sarasota, Tallahassee
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.

GEORGIA
Albany
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.
Atlanta, Augusta, Columbus, Macon
Tom O'Ryan Advertising Co.
12 Third St., N.E., Atlanta 8

ILLINOIS
Chicago Area
Chicago Car Advertising Co.
333 N. Michigan Ave., Chicago 1
Danville, Peoria, Rockford, Springfield
Traction Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.

INDIANA
Fort Wayne
Fort Wayne Transit
801 Leesburg Rd., Fort Wayne
Indianapolis
O'Ryan & Batchelder
424 Board of Trade Bldg., Indianapolis

KANSAS
Topeka, Wichita
City Bus Advertising Co.
223 S. St. Francis, Wichita

KENTUCKY
Covington
Traction Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.
Lexington, Paducah
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.
Louisville
O'Ryan & Batchelder
639 S. 2nd St., Louisville

LOUISIANA
Baton Rouge
O'Ryan & Batchelder
830 Crump Blvd., Memphis 1, Tenn.
Bossier City, Monroe, New Orleans
Transportation Advertisers
119 N. Galvez St., New Orleans 19
Lake Charles, Shreveport
Winston Co.
4309 Elysian Fields Ave., New Orleans 22

MARYLAND
Baltimore
Howard Morris
1119 N. Charles St., Baltimore 1
Hagerstown, Silver Spring
Nation Wide Bus Advertising Co.
280 Broadway, New York 7, N.Y.

MASSACHUSETTS
Boston
O'Ryan & Batchelder
78 Lansdowne St., Boston 15
Boston (commuter trains)
Transportation Displays, Inc.
South Station, Room 217, Boston 10

MICHIGAN
Dearborn, Detroit Area, Grosse Point
Transportation Advertising Co. of Michigan
5251 Second Ave., Detroit 2

MINNESOTA
Duluth
Traction Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.
Minneapolis, St. Paul
Jay Murray & Associates
5009 Excelsior Blvd., Minneapolis 16

MISSISSIPPI
Gulf Coast, Hattiesburg, Vicksburg
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.

MISSOURI
Joplin
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.
St. Joseph, St. Louis, Springfield
Joslin Advertising Co.
1465 S. 39th St., St. Louis 10

NEBRASKA
Omaha Area
George A. Eklund Advertising Co.
360 Aquila Court Bldg., Omaha 2

NEW JERSEY
Atlantic City
Howard Morris
1201 Chestnut St., Philadelphia 7, Pa.
Bergen, Essex, Hudson, Mercer, Middlesex, Monmouth, Morris, Passaic and Union Counties
Nation Wide Bus Advertising Co.
280 Broadway, New York 7, N.Y.
Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Union and Southern Counties; commuter buses into New York and Philadelphia
Public Service Coordinated Transport
180 Boyden Ave., Maplewood

NEW YORK
Albany, Newburgh, Oneonta
American Transit Advertising
121 Quail St., Albany 6
Buffalo, Jamestown
O'Ryan & Batchelder
618 Jackson Bldg., Buffalo 2
New York City Area (Manhattan, Bronx, Westchester)
Fifth Avenue Bus Advertising
116 W. 32nd St., New York 1
New York City Area (Queens, Nassau, Suffolk, Westchester)
Nation Wide Bus Advertising Co.
280 Broadway, New York 7
New York City (commuter trains)
Transportation Displays, Inc.
70 E. 45th St., New York 17

NORTH CAROLINA
Asheville, Charlotte, Durham, Greensboro, Raleigh, Salisbury, Winston-Salem
O'Ryan & Batchelder
507 E. Trade St., Charlotte 2
Burlington, Fayetteville, Gastonia, Kannapolis, Statesville
Nation Wide Bus Advertising Co.
280 Broadway, New York 7, N.Y.

NORTH DAKOTA
Fargo
Jay Murray & Associates
5009 Excelsior Blvd., Minneapolis 16, Minn.

OHIO
Alliance, Ashtabula, Cleveland, Lorain, Massillon
Mitchell, McCandless & Klaus
3134 Euclid Ave., Cleveland 15
Steubenville
Valley Transit Advertising Co.
1516 Main St., Wheeling, W. Va.

OKLAHOMA
Tulsa
Mobile Ads of Oklahoma
1228 Hunt Bldg., Tulsa

OREGON
Portland
Rose City Transit Co.
4100 S.E. 17th Ave., Portland 2
Portland Suburban
Washington Transit Advertising
219 Ninth Ave. N., Seattle 9, Wash.

PENNSYLVANIA
Allentown, Chester, Harrisburg, Wilkes-Barre
ATE Advertising
12th & Cumberland Sts., Allentown
Harrisburg, Hazleton, Johnstown, Lancaster, Norristown, Pottsville, Reading, Williamsport, York
Nation Wide Bus Advertising Co.
280 Broadway, New York 7, N.Y.
Philadelphia
O'Ryan & Batchelder
1528 Walnut St., Philadelphia 2
Philadelphia (commuter trains)
Transportation Displays, Inc.
1617 Pennsylvania Blvd., Philadelphia 3
Pittsburgh Area
Car Cards, Inc. of Pennsylvania
335 Fifth Ave., Pittsburgh 22

RHODE ISLAND
Providence Area
Rhode Island Transit Advertising Co.
49 Westminster St., Providence

SOUTH CAROLINA
Charleston, Columbia, Greenville
O'Ryan & Batchelder
507 E. Trade St., Charlotte 2, N.C.

SOUTH DAKOTA
Sioux Falls
Jay Murray & Associates
5009 Excelsior Blvd., Minneapolis 16, Minn.

TENNESSEE
Chattanooga, Knoxville
O'Ryan & Batchelder
13 Mockingbird Dr., Rt. 14, Knoxville
Jackson
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.
Memphis
Tom O'Ryan Advertising Co.
830 Crump Blvd., Memphis 1
Nashville
Nashville Transit Co.
60 Peabody St., Nashville

TEXAS
Amarillo
Traction Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.
Austin, Corpus Christi, Lubbock, Port Arthur, Waco
Winston Co.
4309 Elysian Fields Ave., New Orleans 22, La.
Dallas, Fort Worth, Galveston, Houston, Texarkana
Transportation Advertising Sales
1925 Cedar Springs Rd., Dallas 1; 4500 Montrose Blvd., Houston
Rio Grande Valley, San Antonio, Laredo
W. M. Storey Advertising
Transit Tower, San Antonio 9

VERMONT
Burlington
Nation Wide Bus Advertising Co.
280 Broadway, New York 7, N.Y.

VIRGINIA
Alexandria, Danville
Nation Wide Bus Advertising Co.
280 Broadway, New York 7, N.Y.
Norfolk Area, Richmond, Petersburg
O'Ryan & Batchelder Inc.
1216 Granby St., Norfolk 10

WASHINGTON
Everett, Seattle, Vancouver
Washington Transit Advertising
219 Ninth Ave. N., Seattle 9

WEST VIRGINIA
Charleston, Huntington
Transit Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.
Wheeling
Valley Transit Advertising Co.
1516 Main St., Wheeling

WISCONSIN
Green Bay, Kenosha, Racine, Superior, Waukesha, Wausau
Traction Advertising Co.
1518 W. Barker Ave., Peoria 5, Ill.
Milwaukee
Transport-Ads of Milwaukee
405 E. Michigan St., Milwaukee 2

PUERTO RICO
Sunden & Hughes
52 Covadonga St., San Juan 7

CANADA
Canadian Car & Bus Advertising, Ltd.
765 Sun Life Bldg., Montreal, Quebec

CUBA
Publicidad en Transportes
J No. 501, ESQ. A 23, Vedado, Havana

NATIONAL ASSOCIATION
OF TRANSPORTATION ADVERTISING, INC.
500 Fifth Avenue, New York 36, N.Y.

NATA

Simplicity Pattern Drive Promotes New Magazine Dimensions

NEW YORK, Jan. 5—Simplicity Pattern Co. will run four-color pages in ten magazines this spring to herald the new digest-size format of *Simplicity*.

For the past two years, the company's advertising has promoted Simplicity patterns with the slogan, "How to dress as if money were no object." This spring, however, the entire advertising emphasis will be shifted to the introduction of the magazine's new format. The first issue of the redesigned magazine goes on sale Jan. 15.

Starting in February issues, color pages will run in *Ebony*, *Everywoman's Family Circle*, *Farm Journal*, *Good Housekeeping*, *Parents' Magazine*, *Photoplay*, *True Story* and *Woman's Day*, plus the Canadian publications, *Chatelaine* and *La Revue Populaire*.

The ads picture a woman looking through the new magazine. The copy, set in a variety of type faces and colors, proclaims this is "the first totally new fashion magazine in a decade . . . the only fashion magazine in digest size . . . the most color pictures you've ever seen in any magazine," etc.

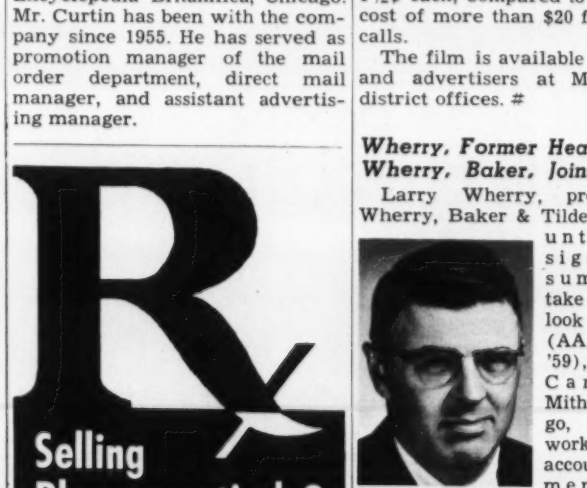
■ The ads also feature a subscription coupon offering three issues for $1 instead of the regular $1.50.

The first issue carries 192 editorial pages and 52 pages of advertising. Major reasons given by the company for the switch to digest size from *Time* size are (1) that the smaller size will be handier for women to carry around while shopping and (2) that it enables the magazine to present three times as many fashion pages as well as offer the "lowest ad rate in the fashion magazine field."

Fletcher Richards, Calkins & Holden is the agency. #

Curtin Named Ad Manager

Gerard D. Curtin has been named advertising manager of Encyclopedia Britannica, Chicago. Mr. Curtin has been with the company since 1955. He has served as promotion manager of the mail order department, direct mail manager, and assistant advertising manager.



NEW CAMPAIGN—*Simplicity Pattern Co. will run color pages like this one in ten magazines starting in February.*

McGraw-Hill Uses 'We Don't Know You' Theme in Color Film

NEW YORK, Jan. 5—To stimulate advertising in business publications, McGraw-Hill Publishing Co. has produced an animated color film illustrating how advertising supports the company salesman.

The 12-minute film uses an "emotional" theme rather than the usual statistical promotion, according to Walter Persson, McGraw-Hill promotion manager. Titled "Smitty Steps Up," the film—which borrows from the widely-circulated McGraw-Hill print ad—shows a salesman who continually meets sales resistance ("We don't know you, your company, your product, your company's record, its reputation") finally demanding the support of an adequate advertising campaign.

Because 13,000,000 people—"sitting ducks for business ads"—pay to read business publications, the film points out, sales contacts through ads cost an average of 1½¢ each, compared to an average cost of more than $20 for personal calls.

The film is available to agencies and advertisers at McGraw-Hill district offices. #

Wherry, Former Head of Wherry, Baker, Joins C-M

Larry Wherry, president of Wherry, Baker & Tilden, Chicago, until he resigned last summer "to take a fresh look at things" (AA, June 1, '59), joined Campbell-Mithun, Chicago, Jan. 1 to work on special account assignments. The agency he formerly headed has changed its name to Baker, Tilden, Bolgard & Barger.

Larry Wherry

Prior to the organization of Wherry, Baker in 1954, Mr. Wherry had been head of the Chicago office of Sherman & Marquette, its predecessor agency. Earlier he had been with Ralston Purina Co., St. Louis.

Bekins to Use Spot Radio

Twenty-five stations in three northwestern states have been scheduled to carry a year-long spot radio campaign for Bekins Moving & Storage Co., Los Angeles, in Washington, Oregon and Idaho. The company will run 90-second weather spots in the 7-8:30 a.m. period, using local disc jockeys. Agency is Frederick E. Baker & Associates, Seattle.

℞

Selling Pharmaceuticals?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

Why are so many more advertisers now using NATION'S BUSINESS?

To reach out . . . to sell more of the nation's business. Time was when advertisers-to-business thought they had only two choices: business and management magazines with their limited circulations . . . or news weeklies with their costly consumer coverage.

Today, NATION'S BUSINESS is changing advertiser thinking—and buying! Its 750,000 ABC guarantee is *big* circulation. And it's *all business*. No other management magazine offers as much as half of it. No news weekly offers so much top executive coverage at so low a cost-per-executive.

The facts are: 9 out of 10 NATION'S BUSINESS readers are men with a decisive voice in their companies' policies—presidents, owners, partners, other management men. Dig deeper, and you'll find 23,000 of them hold top jobs in 499 of the 500 leading industrial companies. More than 700,000 others head up close to half a million additional companies—in total, a whale of a market for all kinds of business goods and services.

So, if you want to use business advertising the way it should be used: to support your sales force out in the territories where they're making calls; to uncover new prospects; develop leads; open doors to hard-to-reach businessmen—all at a reasonable cost per advertising call, then follow the lead of other advertisers who have found: to sell more of the nation's business, you use NATION'S BUSINESS.

For example, in 1959: Nation's Business gained 76 new advertisers — increased advertising pages 17.1%* (92 pages) over 1958 — increased four-color pages 100% for a total of 108 — increased advertising dollars 20.7% to an all-time high of $2,834,000.

**Office equipment pages up 21.3%*
Building materials pages up 9.5%
Business insurance pages up 14.0%
Transportation pages up 48.9%
Communications and Utilities up 37.7%

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

Nation's Business
A USEFUL LOOK AHEAD

COMING IN '60

MORE SALES
MORE JOBS
MORE SPENDING

Meet an IRE award winner for 1959.

IRE REMEMBERS THE MAN

for his

Creative Energies

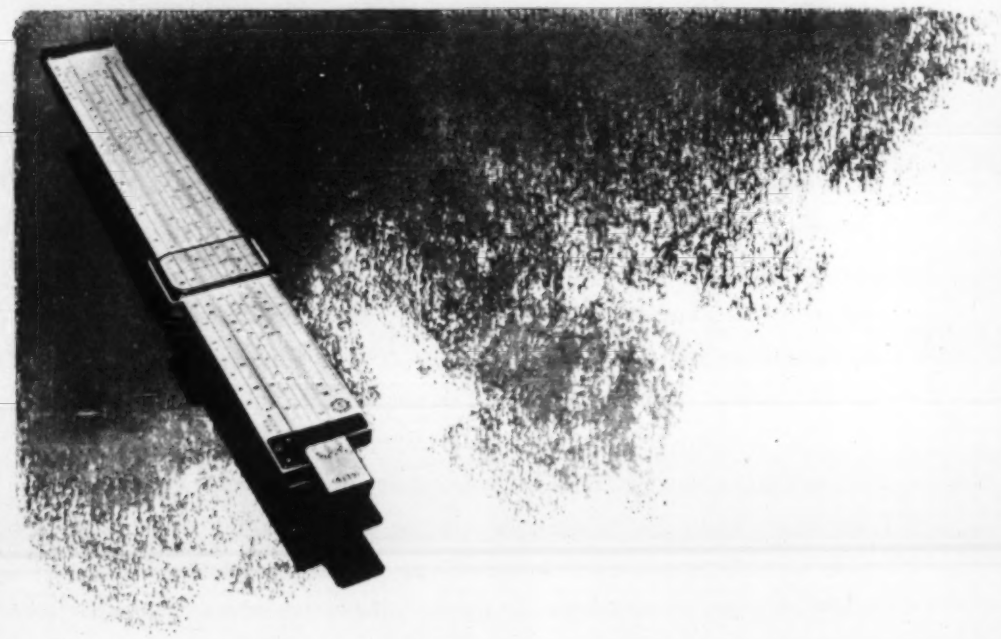
And behind the cold statistics of the 61,957 circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

Behind a man's desire to succeed in his job is a man's desire to use his creative mind to its fullest. In the field of television, Paul Weimer, Group Leader of Pickup Tube Research, RCA Laboratories, stands out. For his "contribution to photoconductive-type pickup tubes," IRE is proud to honor Mr. Weimer with the *Vladimir K.* Zworykin Television Prize. Hearty congratulations to Mr. Weimer for his fine work in such an important area of modern life.



After Statistics, **THEN WHAT?**

Statistics are wonderful, and KOIN-TV has its share of them.*

But a statistic never sold a thing. Sales are made by audience response, and a responsive audience is *earned*. The hard way.

KOIN-TV (and KOIN-AM before it) has earned the trust and respect of its audience, because the audience is trusted and respected by KOIN-TV. Dedication to the principle of leadership in service to its people has made KOIN-TV a part of the daily life of its region. And therefore, one of the soundest advertising media in the nation.

*Highest Nielsen ratings in the area.

*Widest coverage in the area...7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties (Nielsen NCS #3).

KOIN-TV

CHANNEL **6**

One of the Nation's Great Influence Stations.

Represented Nationally by CBS-TV Spot Sales

Getting Personal

Marvin Richfield, media director at Erwin Wasey, Ruthrauff & Ryan, New York, and **Judy Le Witter,** New York model, are engaged to be married. Date: early spring . . . Ann Oberdorf was married Dec. 30 to Richard Ross Gamble, son of **Edmund Gamble,** president of the Batavia Broadcasting Corp. The couple will live in Berghausen, Germany, where the bridegroom has a Fulbright teaching fellowship . . . Virginia Anne Robinson and James Leonard Bolt are planning to be married in the summer. The bride-to-be is the daughter of **John T. Robinson,** president of the Monongahela Publishing Co., publisher of a chain of newspapers in the southwestern part of Pennsylvania . . . The engagement of Karen Peterson to **John Stuart Howard** of Benton & Bowles, New York, has been announced. A February wedding is planned . . .

Charles Kingham, in the art department of BBDO, New York, captured two first-place citations in the recent Allied Artists show in the National Academy Galleries, New York. Charlie won the Gold Medal first prize for a water color and the first prize for a work in any medium . . .

TESTING THE PRODUCT—*Copywriter Don Tucker (hammering) and vp J. R. Schmit (reclining), both of Farson, Huff & Northlich, Cincinnati, take to the woods to test the truth of their ad copy for the Nimrod camping trailer. They got the tent door facing the wrong direction, but proved that the compact trailer could be erected in four minutes.*

Chamber of commerce news: Recently elected presidents of their local chapters are **Fred N. McCollum,** publisher of the *Times-Herald,* Forrest City, Ark., and **Hamilton Shea,** president and general manager of WSVA AM-FM-TV, Harrisonburg, Va. New C&C directors in Tulsa include **John O. Whitney,** president of Whitney Advertising, Tulsa, and **Carl P. Flynn,** display ad director of the *Tulsa World & Tribune.* Also **M. J. Frey,** publisher of the *Portland Oregonian,* has been elected to a three-year term as director of the Portland Chamber of Commerce . . .

Mrs. A. Scott Bullitt, president and major stockholder in King Broadcasting Co., Seattle, owner of KING and KING-TV, has been chosen "Seattle's first citizen for 1959" by the Seattle Real Estate Board—the first time in 21 years that the award has gone to a woman. Besides her broadcasting work, Mrs. Bullitt is a regent of the University of Washington, a trustee of the Seattle Art Museum, and long has been active on behalf of the Children's Orthopedic Hospital . . .

Dave Dickerson, circulation-advertising assistant manager of Curtis Publishing, started a new life of leisure Dec. 31 after 25 years of service with the company . . .

Mrs. Reva Fine Korda, vp of Ogilvy, Benson & Mather, New York, will be back at her desk in another month, after the birth of her first son, Joshua, Dec. 11 . . . **Ralph Pastore,** in the account group at Benton & Bowles, New York, and wife Peg announce the birth of a daughter, Joanne, Dec. 8 . . .

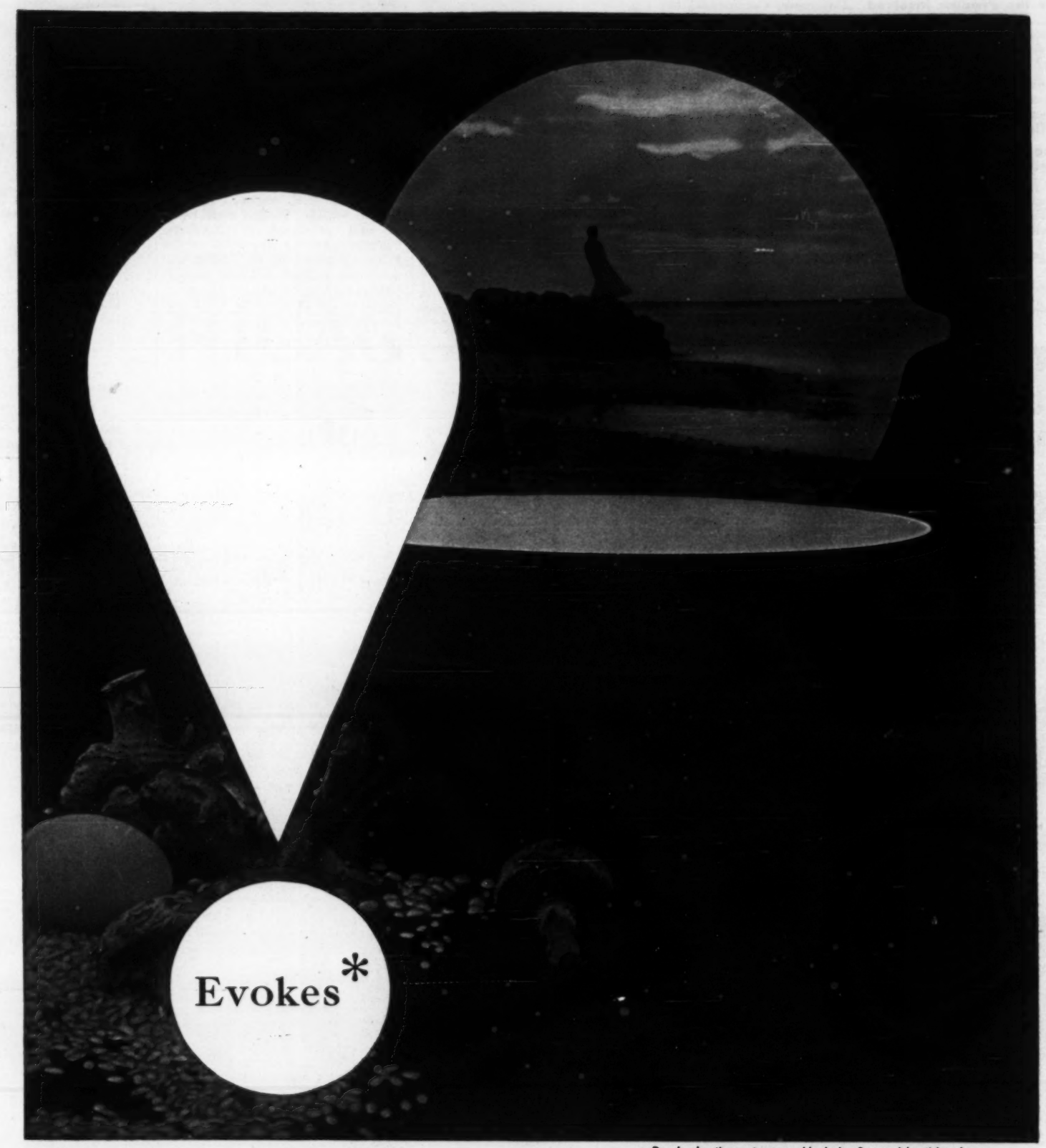
Harry A. Lee, vp and Pacific area manager of J. Walter Thompson Co., San Francisco, has been elected to the 1960 board of directors of the San Francisco Chamber of Commerce. Before his present JWT post, Harry established and managed his own advertising agencies in Manila and Tokyo . . .

J. Neil Reagan, vp of McCann-Erickson, Los Angeles, has been named chairman of the advertising division of the radio-tv-recording and advertising charities drive in Los Angeles . . . **Barry McCarthy,** vp and director of BBDO, New York, is currently heading the advertising section of the Business Men's division of the annual fund campaign for the YWCA of New York . . .

A set of World War I lithographs by George Bellows, American painter and member of the "Ashcan" group, has been donated to the University of Connecticut by **Senator William Benton,** co-founder of Benton & Bowles. The senator is a member of the university's board of trustees . . .

J. S. Roberts, executive secretary of the Atlanta Adclub, has been appointed southeastern vp of Alpha Delta Sigma, professional advertising fraternity. He's a former president of the Direct Mail Advertising Assn., and served several years as a director with the Advertising Federation of America . . .

Baron George Wrangell, of Hathaway shirt fame, *sans* eyepatch introduced the 54 debutantes presented at the fifth International Debutante Ball in New York's Astor Hotel, Dec. 30 . . .



Dansk advertisement prepared by Irving Serwer Advertising, Inc.

* "Our advertising in The New Yorker Magazine helped to spur Dansk's sales 50 per cent ahead of expectations . . . The New Yorker rated best with almost all of the leading fine stores."

Theodore G. Nierenberg *President, Dansk Designs, Inc.*

THE NEW YORKER MAGAZINE

SLIDE-CHART "Selling" BUILDS SALES... CUTS COSTS

PERRYGRAF SLIDE-CHARTS
Quick Product Facts for Stronger Simpler Selling

Whatever the Product Involved...Consumer, Commercial or Industrial...Perrygraf Slide-Charts stimulate sales, cut sales costs and keep customers sold. They provide essential and accurate Product Information quickly and easily, to save time, minimize or eliminate errors and Inspire Confidence in all concerned.

"Slide-Charts" are Simple Devices...Easy to Use. To meet individual needs we design them as Calculators, Selectors, Visualizers, Demonstrators, or Sure Guides to Effective Product Applications and Use.

Their Range of Usefulness is Virtually Unlimited at any level of Sales, Purchase, Competitive Comparison, Specification, Usage or Service.

At Your Disposal is our Experience in creating over 20,000 designs for hundreds of products...in producing in our own plants runs of a few hundred or millions. Deliveries and prices will amaze you.

PERRYGRAF CORPORATION
Founders of the Slide-Chart Industry
Dept. A-10, 150 S. Barrington Ave. • Los Angeles 49, California

Write for FREE COPY

of this New 36-Page 6 x 9 Book. 122 Case Histories, with 76 Slide-Charts pictured in full color, illustrate many of the ways that these versatile and effective Sales Tools have built sales for thousands of Consumer, Commercial and Industrial Products.

Swirl Sets Year-Round Push

Swirl Inc., New York, dress manufacturer, has scheduled monthly ads on the table of contents page of *McCall's*. According to the company, this is the first time that a fashion manufacturer has run in this magazine on a 12-month, rather than a seasonal basis. The reason for the year-round push, according to Jack Nachman, president, is that "Swirls are year-round fashions, sold during and suitable for every month of the year." Each ad will feature a different Swirl style. David J. Mendelsohn Advertising, New York, is the agency.

Radio Moline Buys WQUA

Radio Moline, Moline, Ill., has bought WQUA, Moline, from owner and president, G. LaVerne Flambo, pending approval of the FCC. All personnel of WQUA will continue in their present capacities, according to Len Small, president of the purchasing company.

What They Say About San Jose!

SAN JOSE, CAL., is emerging among the three best markets of the Pacific region as shown of late in our High Spot Cities reports. A recent boom in population, industrial expansion and marketing finds it squarely in the path of progress southward from San Francisco—and obviously ready for it. Here are some statistics which reflect this strategic position: Employment in 1958 was 60% over 1950 and running very much higher in 1959—which means new industry. Population in 1959 at midyear was 116% over the 1950 Census. Bank deposits in eight years have jumped 129%. Among the best judges of markets to watch are department store executives who have intimate knowledge from studies on the ground. In San Jose, their big, new installations are responsible this year for a monthly department-store index running better than 300, on the 1947 base of 100, against an all-California index fluctuating around 165.

lic construction, co... crease in reside... struction, gives... estimated 71... billion new... than $37... struct... that...

From Sales Management —Nov. 6, 1959

▸ Situated at the southern end of San Francisco Bay, the San José standard metropolitan area, comprising Santa Clara County, has grown remarkably. Among the nine Bay Area counties, Santa Clara has become a bellwether, and now leads all of them in population growth. Its heavily populated northern half is now an important industrial area: its sparsely populated southern end, with tremendous growth potential, is mostly agricultural and grazing lands.

Originally only 5.47 square miles, San José, the central city of the San José metropolitan area and Santa Clara's county seat, has spread out over 45.6 square miles, now covering a slightly larger area than the city of San Francisco. Last year, residential construction in the San José metropolitan area was up 37 per cent and non-residential down 14 per cent. But this apparent lag in business and industrial construction belies San José's rapid industrial growth, for between 1944 and 1958, 299 new manufacturing and distributing concerns, investing $299,317,638, entered the area.

From Printers' Ink —Nov. 20, 1959

(000 Omitted)	Total	Food group	Eating, drinking places	General merchandise	Apparel, accessories	Furniture, home furnishings, appliances	Automotive group	Gasoline service stations	Lbr., bldg. matls., hdwe., farm equip. dealers
SAN JOSE, CALIF.									
1958	701,518	169,341	48,342	90,301	46,510	42,840	110,096	53,697	53,522
1954	464,769	123,347	32,434	39,712	32,669	31,747	72,045	34,723	34,950
Percent change	+ 51	+ 37	+ 49	+ 127	+ 42	+ 35	+ 53	+ 55	+ 53

U. S. Census Figures from Advertising Age —Nov. 23, 1959

You COVER San Jose ONLY with

San Jose **Mercury and News**

Member Metro Sunday Comic Network — With Parade Too! — Represented Nationally by Ridder-Johns, Inc.

Up-and-Coming Billion Dollar Market!

HEY, MOM!—A baby futilely calling for a mother who is hard of hearing is the theme of the spring campaign for Acousticon hearing aids. The baby will be pictured in b&w magazine insertions like this one, and heard on radio commercials on Mutual. Wexton Co., New York, is the agency.

Admiral to Launch $500,000 Ad Push in Three Media

CHICAGO, Jan. 5—Admiral Corp. will invest $500,000 in newspapers, magazines and trade publications during the first quarter of 1960 to promote the company's new 23" tv receivers.

Two 1,610-line ads have been scheduled during the weeks of Feb. 1 and Feb. 15 in newspapers in 81 major markets. A series of dealer co-op ads also has been prepared.

The magazine campaign will run in *Life*, *Look* and *The Saturday Evening Post*, and will begin with two pages in the Jan. 14 issue of *Life*. It will continue with single b&w pages running for eight consecutive weeks in one of the three magazines.

■ In addition, the new sets will be featured in spreads in *Electrical Merchandising Week*, *Home Furnishings Daily* and *Mart*. Special mailings will be made to 42,000 Admiral dealers.

Henri, Hurst & McDonald is the agency. #

'Sunset' Boosts Bristol

Richard Bristol, for the past five years a member of the southwestern sales staff of *Sunset Magazine*, Menlo Park, Cal., will become manager of the magazine's Los Angeles office, effective Feb. 1. He will succeed Robert Dorn, who is leaving *Sunset* after five years to return to product sales work. Mr. Dorn's future affiliation has not been announced. *Sunset's* Los Angeles sales staff also is being increased by the addition of Tom Wirick, who has been with the company since 1957 in a merchandising post.

Heilite Names Sturges

Heilite Trailers Inc., Lodi, Cal., has named Sturges & Associates, San Carlos, to handle its account. Heilite has introduced a new two-wheel model of the trailer. The company plans to double the number of publications used for promotion in 1960.

WHEN YOU'RE MAKING UP THE MEDIA LIST, HERE'S **FOOD** FOR THOUGHT—

The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News carries more food linage than any other Chicago newspaper—more than any other evening newspaper in the nation. This has been true for fifteen years because the Daily News is read by families who spend more money—on food and other items—whose median income is $1070 a year higher than Metropolitan Chicago as a whole. They are receptive readers too—who spend at least 35% more time with their newspaper than readers of the other Chicago dailies.

Tucson

ARIZONA'S LARGEST RETAIL STORE

will be a tenant of the new $6,000,000 El Conquistador Shopping Center, now under construction

Montgomery Ward (150,000 sq. ft.) to be completed by late 1960

The Arizona Daily Star
Morning and Sunday

Tucson Daily Citizen
Evening

If you want to cover Arizona the Star and Citizen are a must

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

Hakuhodo Opens U.S. Offices

Hakuhodo Advertising Agency, Tokyo, will open a branch office in New York this month. Offices will be in the Newsweek Bldg., 444 Madison Ave. The office will be manned by Tomohiko Ikari, who was with Campbell-Mithun from 1956-58, and Fujio Inouye.

Reinhart Joins Woodard, Voss

Charles W. Reinhart has joined Woodard, Voss & Hevenor, Albany, as director of marketing. Mr. Reinhart was formerly account manager in charge of consumer product accounts in the New York office of James Thomas Chirurg Co.

Parker Aircraft Names Evans

Parker Aircraft Co., a division of Parker-Hannifin Corp., Los Angeles, has named Alan E. Evans manager of public relations and advertising. Mr. Evans formerly held the same post with Packer Bell Computer Corp.

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia
Represented by Million Market Newspapers, Inc.

Edgar Small, 50, Retired Exec of Ted Bates, Is Dead

EASTON, MD., Jan. 5—Edgar P. Small, 50, a founder and retired vp of Ted Bates & Co., died Jan. 3 of a heart attack at Memorial Hospital. Mr. Small, who lived in White Plains, N. Y., was preparing to move his family to Maryland and was here for that purpose when he was stricken. He had retired from business last March.

Mr. Small was graduated from Yale in 1933 and then joined the media department of Young & Rubicam, New York. In 1936 he became a media buyer for Geyer, Cornell & Newell and, in October of the same year, joined Benton & Bowles as a vp and media director. In 1940 he was one of the founders of the Bates agency and became its assistant secretary and media director. In 1955 he became a vp; he retired last March because of poor health.

GEORGE F. THOMSON

GREENWICH, CONN., Jan. 5—George Franklin Thomson, 67, copy chief, Fletcher Richards, Calkins & Holden, New York, died at Greenwich Hospital Dec. 30 after a short illness.

Born in Craig, Mo., Mr. Thomson was graduated from Northwestern University. He edited the old *St. Nicholas Magazine* from 1926 to 1930 before joining Calkins & Holden as a copywriter. The agency merged with Fletcher Richards last April 30. Mr. Thomson had been copy chief for more than 20 years.

ARTHUR D. NEFF

SPRINGFIELD, MASS., Jan. 5—Arthur D. Neff, 71, formerly on the advertising staff of *The Union*, Springfield morning daily, and later advertising director and assistant to the president of Albert Steiger Co. and advertising manager of Meekins, Packard & Wheat, Springfield department stores, died Dec. 20. He had retired in 1957 after serving as president of Nichols & Frost Department Store, Fitchburg, Mass., since 1938.

WALTER T. AMOS

TORONTO, ONT., Jan. 5—Walter Turnbull Amos, 52, assistant advertising manager of the *Toronto Star*, died suddenly Dec. 28 at his home here. Born in 1907, Mr. Amos joined the *Star* in 1922 at 15; he became the newspaper's chief advertising bookkeeper in 1926.

In 1929 Mr. Amos joined the display advertising department and became manager of the Montreal office in 1938. He became manager of national advertising in 1947 and was made assistant advertising manager of the *Star* in April, 1959.

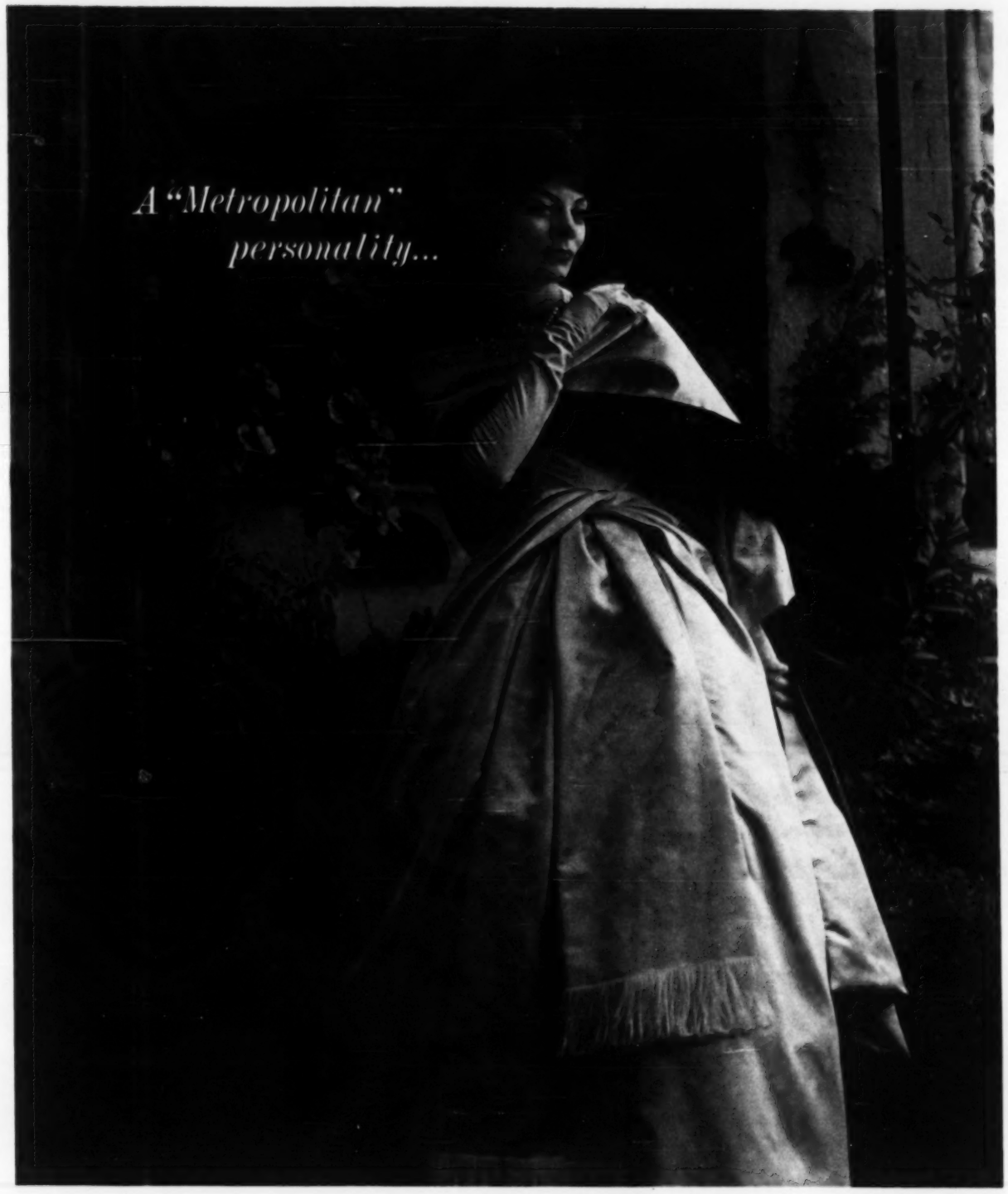
A charter member of the *Star's* Quarter Century Club, he served for two years as its president.

Borden Offers 2 New Jars

An "economy size" 9-oz. jar of instant coffee has been introduced by Borden Foods Co., New York. During the introductory period it is being offered at a 17¢ saving. Retail price is about $1.39. Borden also is introducing nationally an amber-color jar for instant coffee. New label colors and copy also go along with the brown, pebbled glass jar.

Philadelphia Agencies Merge

Robinson, Adleman, Montgomery and Neville & Ronald, Philadelphia, have merged. John Neville was elected president, and Robert Adleman was named chairman of the board. The new agency will be known as Neville, Adleman & Montgomery. Offices are at 2016 Walnut St., Philadelphia.



PHOTOGRAPHED BY PETER FINK

Always stimulating, clearly stylish, and naturally designed to attract attention and approval from an ever-growing circle of admirers–like each of our outstanding stations...a "Metropolitan" personality.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

WHK AM-FM Cleveland

YOUR ad DESERVES
the Columbus DISPATCH

Your client has a hot product . . . you've turned out a hotter campaign! Don't waste this combination on a second-rate advertising medium in a bogged-down market! The DISPATCH is read in 4 out of 5 homes daily in the BIG, BUYING CENTRAL OHIO MARKET! Check the facts and figures yourself . . . you'll see that The DISPATCH is the only right choice in Columbus!

Representatives:
O'Mara & Ormsbee, Inc.

Optional combination rate with the morning Ohio State Journal now available.

The Columbus Dispatch

Incentive Seminar Set

The second annual seminar on "New developments in sales incentive merchandising" will run Jan. 20-Feb. 24 at the Midston House, 22 E. 38th St., New York, under the joint sponsorship of New York University and the Premium Merchandising Club of New York. Fee for the weekly evening seminars is $35. Further information is available from Aaron Feinsot, director, office of special services, New York University, New York.

Maxwell Promotes Two to VP

Maxwell Associates, Bala-Cynwyd, Pa., has promoted two executives to vps. William B. Pennebaker, since 1957 copy director of the agency, moves up to vp in a new post in charge of creative services. Joseph T. Waugh, senior account executive for the consumer products and international divisions of Philco Corp., continues in that capacity, but in the rank of vp.

Give Public Air Time to Express TV View: Seldes

NEW YORK, Jan. 6—A proposal that television broadcasters provide free air time to the general public, so that it might have an opportunity to tell the tv executives what kind of job they are doing and what improvements might be made, was advanced here yesterday.

Speaking before the Radio & Television Executives Society's time buying and selling seminar, Gilbert Seldes, tv author and critic and director of the Annenberg school of communications at the University of Pennsylvania, said that this air time should be made available on a continuous basis. He suggested that the opinions revealed by the public should then be considered by the FCC when a station's license is up for renewal.

The tv critic said that the broadcasters—networks and stations—have been asked "to establish a whole new set of principles for the industry while they are busy fighting with two or three or 10 others for business." The broadcasters alone cannot define public opinion, he said; the public must do that.

■ Mr. Seldes and his companion speaker, Louis Hausman, director of the Television Information Office, both said that they spend so much of their time reading and writing about television that they can devote only about eight to 10 hours each week viewing the medium.

The speakers agreed that the general level of tv programming should be continually improved. Mr. Seldes added, "The fact that the average program hasn't risen is the most serious indictment against present day broadcasting."

Mr. Hausman explained that if television is to upgrade the taste level of its vast audience and still keep that audience fond of the medium, "it must do so intelligently and by degrees, moving this great number of people literally inch by inch, without cheating them out of what they came to television for in the first place"—that is, to be entertained.

"The real cornerstone of television's usefulness is its virtually universal acceptance and use," he added. "It seems to me that impractical demands for an overweighting of special-interest programming can and do threaten this potential.

■ "I think we should be discriminating about two extreme points of view—the one that says, 'If the public likes it, it's good,' and the other one, that says, 'If the public doesn't like it, it's good.' Such extremes are equally the refuge of the huckster and the ivory tower egghead. Each misreads the intelligence of the American public," Mr. Hausman concluded. #

D'Arcy Names Payne

James K. Payne, vp, has been named managing director of D'Arcy Advertising in Canada. He succeeds G. P. Altenbernd, who has joined McCann-Erickson, Toronto. D'Arcy, with headquarters in Toronto, added the following accounts in 1959: Canadian Bearings, Canadian Hardware Industry, Royal Crown Cola, Carter Carburetor (Auto Electric Service Ltd.) and Guernsey Breeders Assn. of Ontario.

Youngster is inoculated with vaccine from Chas. Pfizer & Co. Inc., world famous pharmaceutical manufacturer

Air Express speeds vaccine to Doctors . . . in just hours

A child comes down with flu. Then another. And another. The local Board of Health's supply of vaccine runs low. A wire is sent to Pfizer. A few hours later, all the children are inoculated. Only AIR EXPRESS delivers so fast, so dependably—anywhere in the U. S. This high-priority shipping service, the nation's most complete, is America's new way of doing business—even for day-to-day shipments. Kid-glove handling. Jet-age speed. Amazingly low cost. And just a single phone call is necessary. Whatever your business—parts, perishables or new models—with AIR EXPRESS you're FIRST TO MARKET . . . FIRST TO SELL!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

Marsteller Sees Progress in Auditing of Business Papers

CHICAGO, Jan. 5—The most economical way to develop a single auditing organization for the business paper field is to stay within the framework of the two existing principal auditing bureaus—Audit Bureau of Circulations and Business Publications Audit.

This theory was advanced yesterday by William Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, in a talk before the Chicago Dotted Line Club.

Mr. Marsteller's stand was in contrast to one he took last year at the 37th annual conference of National Industrial Advertisers Assn., when he proposed that a new organization should be established to audit both paid and free circulations of business papers (AA, June 22, '59).

■ In explaining his change of opinion, Mr. Marsteller said that since his speech last summer, he has seen signs on the part of ABC and BPA that led him to believe that both groups may be reevaluating their auditing methods.

"I understand that BPA is seriously considering two changes," Mr. Marsteller said. "They may make it mandatory to verify all circulation figures, and require all publishers to make a complete audit of all kinds of circulation, both paid and controlled."

On the ABC front, Mr. Marsteller said he was encouraged by the stand of William R. Farrell, the new board chairman of ABC. Mr. Farrell, who is director of marketing services of Monsanto Chemical Co., came out in favor of a joint resolution enacted last fall (AA, Oct. 26, '59) by the advertiser-agency groups of ABC, which asks ABC to audit and give occupational breakdowns of the unpaid circulations of business papers.

■ "If both the ABC and BPA would start auditing both types of circulation some time in the future, I can see no reason why they couldn't sit down together and develop comparable auditing methods for breakdowns of both paid and controlled circulation," Mr. Marsteller said. "In any event, I think it is time for both groups to give the customer what he wants," he added.

Referring again to ABC, Mr. Marsteller said that "BPA never would have grown to its present size if ABC had been more open minded about circulations." He pointed out that many of the key BPA publishers were once ABC members.

■ The possibility of a merger between ABC and BPA was described as "ridiculous" by Mr. Marsteller, but he emphasized that he held great hopes that the two groups could join in establishing comparable auditing practices.

Mr. Marsteller said he favored selling paid circulation as opposed to controlled and vice versa, but he urged publishers to "quit using audits as a sales tool." #

Reynolds Gets Atlas Steel

Atlas Steel Ltd., Welland, Ont., has named E. W. Reynolds Ltd., Toronto, to handle its advertising. The former agency is Tandy-Richards. Reynolds also will handle advertising for Atlas Titanium, a processing company in which Atlas has controlling interest.

Cabot Boosts 3, Adds Account

Harold Cabot & Co., Boston, has established a broadcast media division and has named Gene Del Bianco broadcast media manager. Jack Lamere and John Quinn have been promoted to space buyers, with Mr. Del Bianco as administrative head of all media at the agency. Cabot also has been named to handle recruitment advertising for the data systems operations in Boston of Sylvania Electric Systems, a division of Sylvania Electric Products Co.

Friend-Reiss Names Gurwitz VP

Friend-Reiss Advertising, New York, has appointed H. Milton Gurwitz a vp of the agency. He has been with the company since last April as an account supervisor. Previously he had been director of sales promotion and merchandising at Jacob Ruppert.

Ellington Adds Account

Jamaica Industrial Development Corp., Kingston, Jamaica, has appointed Ellington & Co., New York, to develop its initial advertising program. John Moynahan & Co., New York, will continue to service the Jamaica group for public relations.

Equipment, Experience, Energy

Here Type Can Serve You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Advertising Results Produced by TSN, JPN and FPN Responsible for Pace-making Gains in 1959 Ad Volume

Advertising volume gains high-spotted below represent the top gains in the respective industries served by TSN, JPN and FPN. The Truck and Bus Fleet markets are served by Transportation Supply News and Fleet Product News. The automotive jobber market is served by Jobber Product News.

These 1959 gains are just part of the trend of year-to-year gains. And, there are basic reasons for these gains.

TSN, FPN and JPN have sound editorial programs filling the needs and serving their reader-buyers. The make-up and contents of these papers are functional. Format is big. The papers are easy-to-read and easy-to-act on.

Something happens when buyers read TSN, JPN and FPN. And, that something applies to both editorial columns as well as advertising columns.

The sole reason for these pace-making gains of TSN, JPN and FPN can be summed up in outstanding advertising results. Such results can also be yours on any sales program you plan.

Write for latest media facts and sample copies of any of the Stanley action-papers.

More BIG Percent GAINS in the 60s

While the ad volume gains of the Stanley Publishing Company papers have been great in 1959, 1958, 1957 and on back, the gains will continue in the sizzling sixties.

There are many reasons for these continued gains. It is not all just "the hardest working crew" in any publishing house that proudly refers to itself as a "Publishing Factory." SPC policies themselves spell progress and growth.

— SPC —

Stanley Publishing Company policies will continue to be progressive and aggressive. Leadership and progress are the keystones of operation. Satisfying unfilled reader needs and improving on the serving of existing needs are the constant challenge.

— SPC —

Circulation-wise, the "Stanley Publishing Pattern" is "mass coverage and penetration of specific markets." Stanley Publishing does not believe in the numbers game . . . but it does believe in serving all market constituents . . . all buyers . . . large and small as basic and sound publishing. Likewise, penetration of buying-unit companies is more and more important than just company-unit coverage in any market. We have never heard of an advertiser who said, "I'm looking for the book that has the smallest circulation and the one that provides the least coverage of the market."

— SPC —

Basic Stanley Publishing Company philosophy: (1) Common denominator of editorial interest, (2) Creative editorial values and integrity, (3) Mass coverage of specific markets, (4) Market penetration, (5) High Visibility formats, (6) Easy to read, easy to act on publications, (7) Reader-response "action" books.

62,000 Monthly

TSN up 28% 1959 over 1958

Transportation Supply News, the truck and bus fleet product newspaper, carried 3,868 ad units in 1959 compared to 3,033 in 1958, a gain of 28%. Founded in 1945, it serves truck and bus fleet buyers operating fleets of 10 units or more.

51,000 Monthly

JPN up 42% 1959 over 1958

Jobber Product News & Jobber News, the newspaper of automotive wholesaling, carried 2,430 ad units in 1959 compared to 1,707 in 1958, a gain of 42%. This is the biggest year's advertising gain since JPN's inception, June 1955.

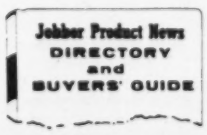
51,000 Quarterly

FPN up 82% 1959 over 1958

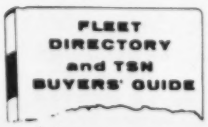
Fleet Product News, founded in 1957, is the product newspaper serving bus and truck fleets in the 5 to 9 unit market . . . a market served by no other publication. The 1959 ad units totalled 285 for the four quarterly issues compared to 159 ad units in 1958.

Four More Stanley Action-Papers to Help You Sell More in the 60s.

3 issues to be published at 1960 New York IASI Show in February to carry advertising. Booth building opportunity for 500 exhibitors.



April 1960 Directory to carry advertising. 8½ x 11" size. Separate publication. Circulation over 50,000. A unique new and needed service for jobbers.



Published in May 1960, 8½ x 11" size. Separate publication providing unique services for buyers. Directory to carry advertising. Circulation over 60,000.

1960 Fall Annual to be the sixth published for truck and bus company buyers. Real producer of inquiries resulting in gift sales. Circulation over 110,000.

SPC Stanley Publishing Company

431 S. Dearborn St., Chicago 5, Illinois • WAbash 2-0636

Offices in

NEW YORK · PHILADELPHIA · CLEVELAND · DETROIT · TULSA · LOS ANGELES · SAN FRANCISCO · PORTLAND

This Week in Washington . . .

TV 'Scandal' Opened Breach in U. S. Regulatory Bodies' Ancient Autonomy

By Stanley E. Cohen
Washington Editor

WASHINGTON, Jan. 7—Attorney General William P. Rogers has filed his report on deceptive practices in the broadcast industry, and you are going to be hearing about it for a long time to come.

The report is moderate in the sense that it recommends little in the way of legislation. Yet, without changing the existing regulatory arrangement, it seeks to establish a firmness of regulation which demands adjustment of broadcasters and broadcast advertisers.

One of the notable attributes of his strategy is that it asks so little of Congress. While he seeks to achieve important procedural changes, he hopes to attain them largely under existing law, through the President's own appointees in the regulatory agencies.

Ordinarily these regulatory agencies have been cloaked in a tradition of independence which has shielded them from the scrutiny of the attorney general. Because of the President's personal alarm over the tv scandals, however, protocol has been scrapped. With the filing of his report, moreover, the attorney general has a fresh directive: To continue to follow the matter and keep the President informed.

■ Athough he pays respects to the industry for its efforts to improve itself, the attorney general places no reliance on the voluntary efforts of advertisers or broadcasters.

"The actions which the broadcasting industry has taken itself are commendable, and no doubt it will continue to be alert to further possibilities of improvement," he comments.

"However, an affirmative statutory duty to protect the public interest relating to broadcasting and advertising is placed upon federal regulatory agencies. That duty cannot be transferred to the industry or exercised on the theory that industry self-regulation is by itself adequate. Rather, the vigorous, intelligent exercise of statutory functions would seem to afford the strongest incentive toward industry self-regulation."

From a philosophical standpoint, the report merely reiterates what has been said often before. With former President Herbert Hoover as his first authority, the attorney general starts by declaring that the government is entitled to compel a radio-tv applicant "to prove that there is something more than naked commercial selfishness in his purpose."

"To be sure," he says, "the licensee is entitled to profit from the operation of a broadcasting station, and advertisers may benefit from the use of the medium.

"However, under the present law, operation in the public interest is the only reason for the existence of a broadcasting station. The public interest must predominate over the economic interests of broadcasters and advertisers."

■ Mindful of the "censorship" issue which is being so carefully explored by FCC Chairman John Doerfer, the attorney general carefully examines the court decisions, and decides the commission can give considerable consideration to advertising practices and programming "without running afoul of Constitutional or statutory safeguards of freedom of speech."

Mr. Rogers reports that current disclosures show that commercialism can debase program content itself, with demoralizing consequences. "Obviously," he decides, "any broadcast licensee who permits demoralizing and deceptive material to be transmitted over his facilities, whether originated by him or someone else, is not fulfilling his obligations as a public trustee. It is clear that existing law is so framed as to give the government substantial means to combat the excesses of commercialism in broadcasting."

Three of his four recommendations for action by FCC deal only with a transitory problem: The elimination of deceptive programming and payola. His fourth recommendation seeks to safeguard programming quality by putting a real bite into FCC's license renewal procedures.

Using a spot-check procedure, he would pick stations or communities at random. Programming of each station would be checked "in depth." Original applications and old renewals would be dusted off, so that performance could be measured against promise.

■ One of the more unusual aspects of this report is the importance it gives to the Federal Trade Commission. FCC is scolded for failing to insist that stations pay more attention to orders which FTC issues against broadcast advertisers. In his proposal for tougher license renewal proceedings, the attorney general would place a special obligation on broadcasters to account for their policing of advertising.

"The procedure would include consideration," the attorney general explained, "of advertising practices, material which has been advertised, and action taken on complaints by the FTC."

In contrast to its treatment of FCC, the report omits any disparaging reference to FTC's past performance. It is embarrassingly generous in presenting ideas which would greatly expand FTC's power and influence as a disciplinarian in the field of deceptive advertising.

■ Mr. Rogers' proposal that FTC issue complaints against broadcast stations as well as advertisers in appropriate food, drug and cosmetics cases is a novel one. At present, the commission is unwilling to implicate even an advertising agency unless it believes the agency helped frame the policies that led to deceptive advertising.

Under what circumstances would the commission feel justified in implicating a radio-tv station?

If such a policy were adopted, why should it be confined solely to broadcast media? some observers have asked.

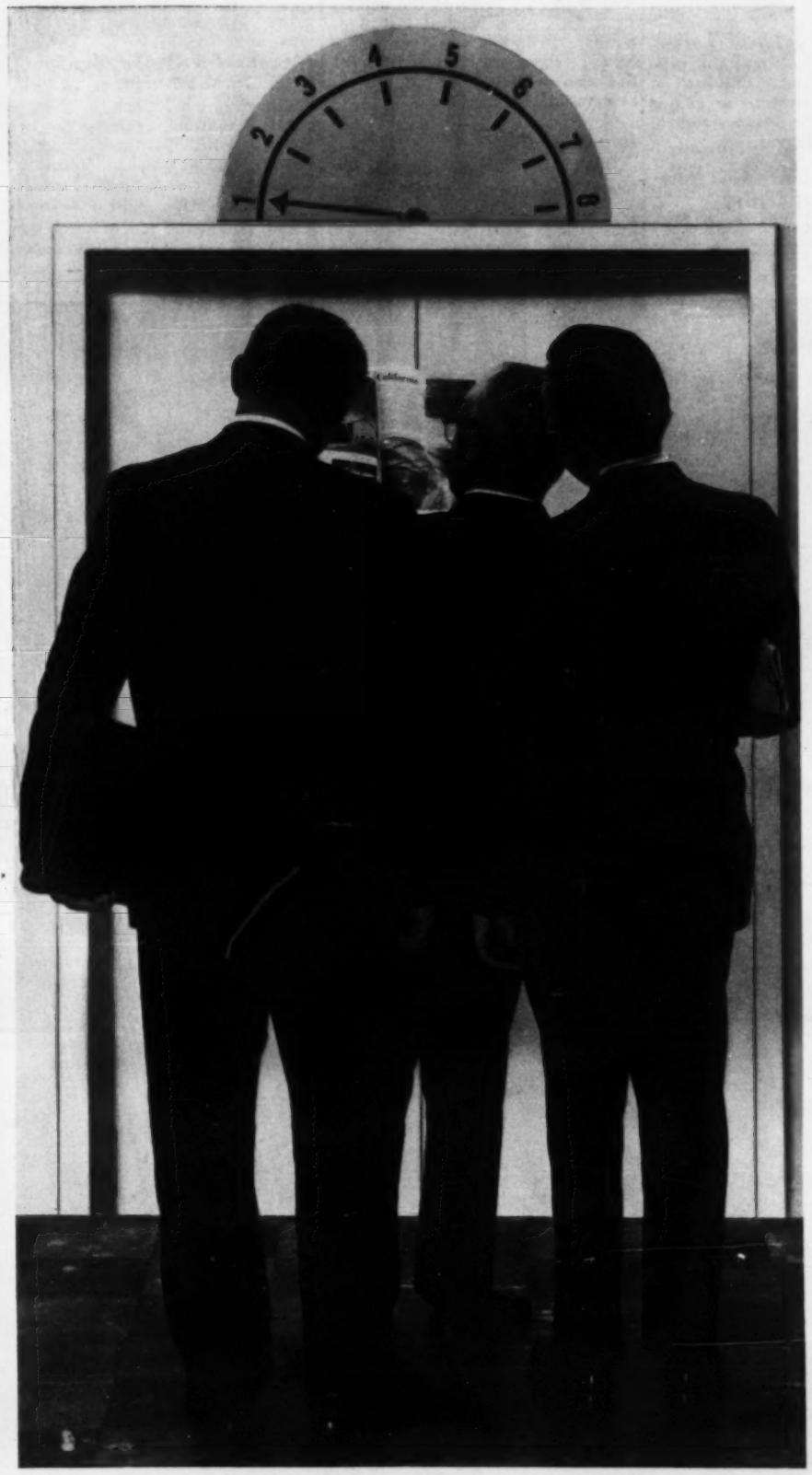
A second of his major suggestions for FTC is a trade practice conference to provide "guides" against deceptive tv advertising. Inside FTC, the pros and cons of such a conference were being actively discussed this week. With broadcasters, advertisers and agencies all eligible to participate, how would such a conference be kept to manageable size? In a medium utilized by so many different industries with different purposes, could it produce meaningful results? What's to be lost by trying? Why confine it to broadcasting? After all, some of the same deceptive pictures and "demonstrations" are used in print media, too.

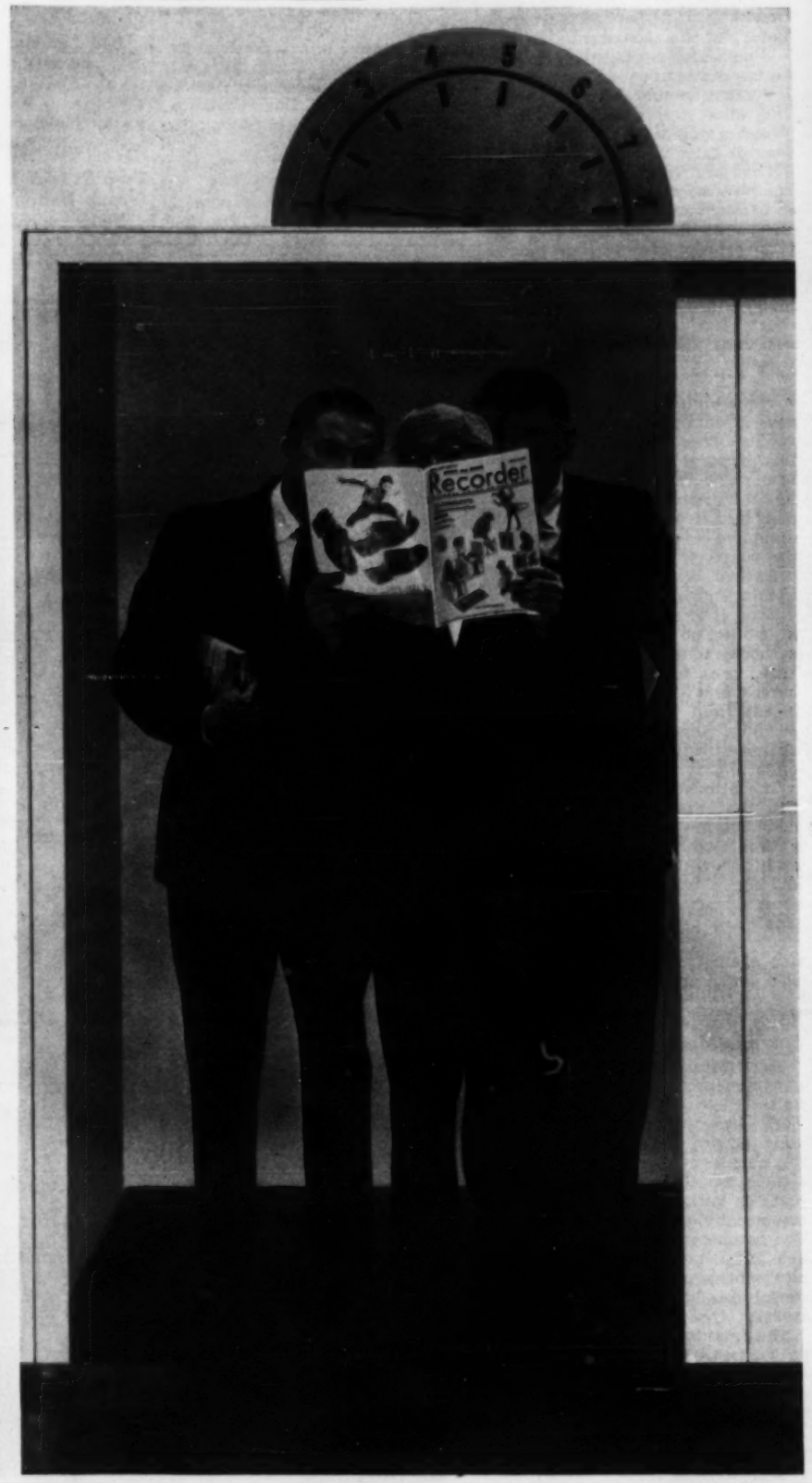
■ Almost as an afterthought, the attorney general commented on the last page of his report that it might eventually be necessary to consider legislation enabling FTC to obtain injunctions to stop controversial ads while the administrative process is being carried out.

Inasmuch as he is not officially endorsing such legislation at this time, the attorney general undoubtedly recognizes that this is a remedy so severe that the results would

WE
CIRCULATE!
Circulation – getting the story to as many prospects as possible – is the goal of every advertiser.
In the Carolinas The Charlotte Observer-The Charlotte News helps him do just this. It delivers, as a single media buy, a Zone of Influence* that includes 39 counties, with nearly two million total population☆, representing a market potential seven times that of Metropolitan Charlotte itself. And, testifying to the depth of its potential, The Charlotte Observer-The Charlotte News offers significant circulation† in 101 Carolina communities of better than 1000 population.
As Charlotte is the biggest market in the Carolinas, so The Charlotte Observer-The Charlotte News is the biggest newspaper buy in the Carolinas – and then some!
There are, in fact, only 43 cities in the entire U. S. where you can buy more circulation.
*Contiguous counties where Observer-News circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.
☆1959 Sales Management Survey of Buying Power.
†20% or better of households.
THE CHARLOTTE OBSERVER
THE CHARLOTTE NEWS
A TOP TEN BRANDS MARKET
Charlotte, N. C. · Daily Circulation over 222,000
Represented by The Katz Agency, Inc. Newspaper Division
1 will get you 7

THE ONE THAT TELLS 'EM . . .





. . . IS THE ONE THAT SELLS 'EM

Men "on the way up" have no time to waste. Even their reading is limited to essential information. But shoe men take *time* to read the RECORDER, steady source of marketing and merchandising ideas, trends, and developments. It's reporter, researcher and reliable advisor to key men in every phase of the business. Go right to the top with your advertising message . . . in the RECORDER it's bound to be *read*.

READERSHIP — Leads its nearest competitor by 94% according to National Analysts, Inc. survey, which shows average of 3 readers per copy.

IMPRESSION — Exposure time for each issue is longer by months than any competitive publication.

VITALITY — 43,000 reprint requests in ten months — and the highest subscription renewal rate in the trade — 74.74%.

IMPACT — Superior quality and clarity of reproduction plus full color availability, provide maximum visual power.

If you missed any of these significant articles — send for reprints to Boot & Shoe Recorder, Philadelphia 39, Pa.

BOOT and SHOE
Recorder
A CHILTON PUBLICATION

In Washington

inevitably fall short of the expectations of the sponsors.

Since false advertising often involves subjective judgments, courts ordinarily would be reluctant to stop an ad simply because FTC has issued a complaint stating that it may be false.

Even in drug cases, where health can be involved, FTC's experience in 20 years under the Wheeler-Lea Act shows the courts demand extensive proof even as a prelude to a preliminary injunction. Unless the commission can show real and imminent danger to the public, courts frequently refuse to stop ads until the evidence has been weighed.

■ Nevertheless the discussion of new injunction procedures should not be taken lightly. By including this proposal in the report, the attorney general gives added authority and urgency to the FTC's expanding efforts in the field of deceptive advertising and reminds the courts that this is a form of litigation which should not be treated lightly.

Even if it does not obtain more injunction power, FTC already has authority to use injunctions during hearings on food, drug and cosmetics ads, and against condemned ads in any field while court appeal is pending. Now there is encouragement for using these remedies more often.

The attorney general's observation that new legislation on injunctions may be necessary is like a time bomb, fused and ticking away. It will be mentioned time and again whenever the evils of deceptive advertising are discussed. It is ready and waiting, set to explode unless the current indignation against advertising passes its peak and begins to recede. #

Sales Manpower Foundation Surveys Marketing Personnel

Sales Manpower Foundation, a new non-profit subsidiary of the Sales Executives Club of New York, has undertaken a nationwide survey of sales and marketing people available for new assignments. The foundation expects to gather and catalog 7,000 resumes by the end of this year. The resumes will be made available to business organizations, employment specialists, management consultants, and individual job seekers.

The foundation is an outgrowth of the club's pilot employment advisory service which currently maintains a file of 700 resumes of sales people available in the New York metropolitan area. Henry K. (Hank) Astwood, director of the employment advisory service, will direct the foundation.

Kiplinger Book Club to Bow

Kiplinger Washington Editors, Washington, will establish a Kiplinger Book Club in January. Open first to readers of the "Kiplinger Washington Letter" and "Changing Times," outside lists will be solicited only after Kiplinger subscribers have been given the opportunity to join the club. Books offered by the club will be in the gneral non-fiction areas of politics, economics, world affairs, business and contemporary social comment.

Dickerman Names Two VPs

Roy Grumet, art and production director of Dickerman Advertising, New Hyde Park, N. Y., has been named vp and agency coordinator. Before joining Dickerman in 1958, he was president of his own agency and also of the Grumet Miller Agency. Dickerman also has named Jeanne Sands, formerly copy chief, public relations vp to head a new pr department.

Pennsylvania Fails to Pass Outdoor Ban Bill

Pennsylvania's 1959 legislature has adjourned without passing an administration bill to control outdoor advertising along interstate highways. The measure, debated at great length in the legislature, would have banned outdoor posters within 660' of the national highway system. Senate approval had been given to the ban, but —intentionally or otherwise—it could not be brought to the floor of the house for a final vote there before the session expired at noon, Jan. 5. This kills the proposal until 1961.

Both outdoor advertising interests and farmers fought the proposal. An additional one-half of 1% federal aid would be gained by the state if the outdoor control measure were adopted.

Two Ex-L&N Researchers Now Group Heads at Ogilvy

Pieter deKadt has been promoted to market research group head at Ogilvy, Benson & Mather, New York. He came to the agency from Lennen & Newell last September. Another ex-Lennen & Newell researcher, Edward Berrol, has also joined OBM as market research group head.

Inland Steel Boosts Pilkington

Inland Steel Co., Chicago, has appointed Thomas A. Pilkington an assistant advertising manager. Mr. Pilkington, with the company for five years, will share the department's product advertising responsibilities with Christopher K. Beebe, also an assistant manager.

Fitzgerald & Cooke Merges With Gardner, Jones & Cowell

Fitzgerald & Cooke, Chicago public relations company, has merged with Gardner, Jones & Cowell, also of Chicago. Gerald F. Fitzgerald becomes vp of Gardner, Jones & Cowell, with offices at 105 W. Madison St.

'Chicago News' Plans New 'Chicago Life' Supplement

The *Chicago Daily News* has announced it will introduce a new gravure supplement, *Chicago Life*, with its Saturday weekend edition of March 5. The new supplement will replace the present gravure supplement. The where-to-go and what-to-do features of the present section will move to the main section of the Saturday edition.

The new magazine will cover "what the family in the '60s wants to know about the art of gracious living" and will reflect the "changes that have occurred in Chicago area living since World War II." *Daily News* rotogravure retail and general rates will prevail.

ANA Adds Nine

The Assn. of National Advertisers has added nine companies to its membership, bringing to 44 the number of companies joining the organization in 1959. They are: general products division of Allis-Chalmers Mfg. Co.; Argus Cameras Inc.; Coty Inc.; Fibreboard Paper Products Corp.; M. K. Goetz Brewing Co.; Karastan Rug Co.; Lady Esther division, Chemway Corp.; Polaroid Corp. and Skil Corp.

Bishop Joins Naegele Outdoor

William L. Bishop has joined Naegele Outdoor Advertising Co., Milwaukee, as promotion manager. Mr. Bishop was formerly in sales and promotion at Northwestern Mutual Life Insurance Co., Milwaukee. At the same time, John Mallon has been promoted from Naegele's Milwaukee office lease department to promotion manager in the Las Vegas office.

Hodes Opens Own Agency

Bernard S. Hodes has been named president of a new agency, Hodes Advertising Co., with offices located at 56 W. 45th St., New York.

75% of Industrial Advertisers Hiked Ad Budgets: 'IM'

CHICAGO, Jan. 6—Ad budgets for 1960 are larger than last year for nearly 75% of the nation's industrial advertisers, according to a copyrighted report in the January issue of *Industrial Marketing*.

IM's second annual nationwide budget study drew replies from 371 ad managers representing manufacturers in 30 different "basic" industry groups. Budget sizes ranged from a high of $10,250,000 to a low of $4,000. More budgets were determined purely on a task basis this year. And as a general trend more money was allocated for administration and salaries, general publications, house organs and ad space production.

For the second consecutive year, *Industrial Marketing* surveyed a cross section of ad managers throughout the country, using a detailed questionnaire to determine trends among different industries in budget sizes, changes in media allocations, per cent of gross sales represented by budgets, methods of determining them, etc.

■ The eight-page report includes two innovations this year: two sets of averages are reported for media allocations—the first showing percentages only for companies which include the respective items in their budget, and the second showing "representative" percentages for all companies in the same classification.

The second major innovation is a company-by-company listing of all budget details reported by each survey respondent. Included in the listings are: The company's 4-digit SIC code; number of employes; size of budget in dollars; percentage of 1959 gross sales represented by the 1960 budget; and specific items the company includes in its budget, with percentage allocations for each item.

■ Ten separate tables are included in the report. Among them are tabulations showing: Media allocations grouped by budget size; budget allocations grouped by type of industry; separate industry analyses for chemicals and allied products, electrical machinery, fabricated metal products, instruments, and machinery and allied products manufacturers.

In addition, a special table indicates trends in export advertising, with data grouped by type of industry included.

As reported by survey respondents, this year's "typical" industrial ad budget follows these general patterns: Representing 2% of 1959 gross sales, the total budget is $288,433, and major allocations are 36.8% for business publications, 12.7% for catalogs, 9.1% for direct mail and 8.2% for ad space production costs. #

Consolidated Buys St. Regis

Consolidated Paper Corp. Ltd., Montreal, has completed the purchase of St. Regis Paper Co. (Canada) Ltd., subsidiary of St. Regis Paper Co., New York. Purchase price was quoted at $37,000,000.

. . 27th ANNUAL INVENTORY OF AEROSPACE POWER

PUBLISHING DATE: MARCH 7, 1960

SPACE RESERVATIONS CLOSE
February 15, 1960

A REVIEW AND PREVIEW OF WORLD-WIDE AVIATION MISSILE AND SPACE DEVELOPMENTS

Space Probes . . . Satellites . . . ICBM's . . . Man-in-Space . . Multi-Million Pound Thrust Engines . . . Nuclear Powered Aircraft . . . Supersonic Transports . . . Aerial Jeeps . . .
. . . are some of the dramatic breakthroughs in aviation, missile and space progress which have captured the imagination and thinking of scientific, military, government and industry planners.

In the world's most dynamic industry, interpreting these events is vital to our economic welfare. Each event must be studied individually and in terms of industry-wide technological direction. The galloping pace of progress makes it impossible for even well informed engineering-management men to do this job . . . it takes specialists.

RECOGNIZED AUTHORITY

For 26 years, key engineering-management men . . . the decision makers . . . have turned to the industry's top technical reporting team and the **Inventory of Aerospace Power.** The **Inventory Issue** has won unmatched reputation and respect as the most authoritative source of information in aviation and its related technologies. It is a product of specialists . . . 32 graduate engineers and aviation specialists. Their full-time job is to collect, sift and analyze hundreds of technical and market developments in their specialty. Once a year, these events are combined and brought to focus in special reports on current and future progress . . . The **Inventory of Aerospace Power.**

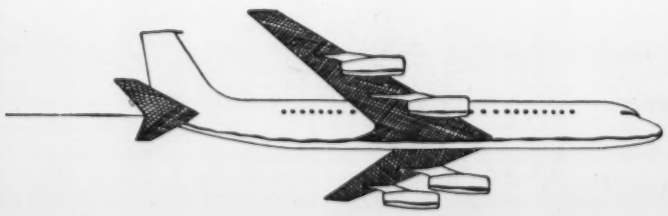
CONTENTS OF THE INVENTORY ISSUE

Charts, graphs, tables, specifications will cover in detail, budgets, missiles, manufacturing, engineering, avionics and many more areas of military and civil aviation. Included is the most complete source for detailed specifications on U.S. and foreign aircraft, missiles, helicopters, engines and space vehicles.

ADVERTISERS BENEFITS

The **Inventory Issue** is a rare opportunity to place your advertising message in a climate of proven editorial impact. Reader interest generated by past issues and vital editorial content assure year 'round use. Your bonus is multiple exposure of your advertising message. Sectionalized editorial format will permit you to position advertising in an appropriate section. Reader service cards are included to handle reader inquiries. Advertisers in last year's issue received over 7,000 inquiries in seven months.

Write, wire or better yet . . . PHONE your AVIATION WEEK District Manager for additional information. Regular space rates apply.



ABC ABP

Aviation Week
Including **Space Technology**

A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N.Y.

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

Sell the Inner Circle and you've sold the Conservative Protestant Church Market

96% of "Christian Life" Voluntary PAID readers (66,200) are key people with buying power and who are responsible for church operation and management. Here is a growing market for hundreds of products, . . . musical instruments, building products, cleaning and maintenance supplies, chairs and tables, books and films, loud speaker systems, etc. In nine months, 1,559 requests received for "Christian Life" Church Building Packet . . . 137 plans sold . . . 91 churches completed so far. Investigate this growing market. Write for factual brochure.

Christian Life

The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

Weyerhaeuser Names Waldie

Weyerhaeuser Co., St. Paul, has appointed Waldie & Briggs, Chicago, to handle advertising for the company's new boxboard and folding carton division, located in Chicago. Waldie & Briggs recently was named to handle an introductory campaign for Weyerhaeuser's new Polarpas frozen food carton.

Katz Agency Incorporates

Benjamin Katz Agency, Philadelphia, which recently moved to new quarters in the Society Hill Bldg., has become incorporated and acquired the name, The Hill Associates. Benjamin J. Katz will continue as president of the company.

Crane & Co. Stationery Ads Hint at Write-It-Yourself Correspondence

(Continued from Page 3)

Capri. Celeste."

■ The copy: "When it comes to impressing first husbands, a stinging little note on Crane's paper does more for your ego than alimony. Celeste's note was written on Crane's monogrammed satin finish moonstone grey papeterie. Crane's Fine Papers are made in Dalton, Mass., and have been for 159 years."

A series of nine different ads is running on a scattered schedule through November in *Atlantic Monthly, Bride's Magazine, Glamour, House & Garden, Seventeen, The New Yorker* and *Vogue.*

Around the end of March, these print ads will be adapted to radio commercials. In these one-minute spots, sound effects will suggest the situation, the scratching of a pen will be heard, and then the letter writer will read the letter to herself. The campaign will begin on WQXR, New York, and be expanded to other cities later on.

■ Each ad or commercial is slanted to a different age group in a different situation. For example, in one aimed at teen agers, a platoon of West Pointers is marching by. The headline is "Hedge on Crane's," and the letter reads: "... Of course, Peter, I'm just dying to go to the Yale game, but I'll have to let you know next week, sweetie. I hate to make you wait like this, darling, but I just ..." The copy begins: "When holding out for West Point, string Yale along with a letter on Crane's impressive paper—it has more savoir faire than sweet talk."

For stores, newspaper versions of the magazine ads have been done, with line drawings and retail copy. Stores also are being sent ideas for displays, using props related to the ad illustrations. Colored streamers imprinted with the various headlines also have been prepared. #

Field Names Carlson Eastern A.M. of Chicago Dailies

Field Enterprises has appointed Kenneth T. Carlson eastern advertising manager of the *Chicago Daily News* as well as the *Chicago Sun-Times,* assuming duties of Wilbur L. Arthur, who has retired after 23 years as manager of the New York office of the *Chicago Daily News.* This is the first step toward a combined eastern advertising office for the two newspapers, Laurence T. Knott, vp, advertising, newspaper division of Field Enterprises,

Kenneth T. Carlson

Benjamin W. Sargent Randall E. May

said. On March 1, both newspapers will be consolidated in new quarters in the Time & Life Bldg.

Benjamin W. Sargent, with the *Daily News* 33 years, has been named assistant eastern ad manager. Randall E. May, in charge of financial advertising for the *Sun-Times* since 1955, will move east to handle financial advertising in the New York area for both newspapers.

'Detroit News' Names Mosher

Frank N. Mosher has been appointed business manager of the *Detroit News,* succeeding Norman J. Nicholl, who retired Jan. 1 after 52 years at the *News.* Mr. Mosher, formerly operations manager, joined the *News* in 1933.

To Get to MONEYED HOUSEHOLDS

BUY 2 in LOUISIANA

Buffalo, N.Y.	*$6510
BATON ROUGE	$6455
Albany-Troy, Schenectady	$6420
Houston, Texas	$6310
Los Angeles, Long Beach	$6306
Dallas, Texas	$6229
Utica-Rome, N.Y.	$5930
SHREVEPORT	$5796
NEW ORLEANS	$5676

* Source of all figures for these Metropolitan areas: SM Survey, 1959 Effective Buying Income per household.

Houston, Dallas, Los Angeles — rich markets, yes. But they pale in power compared with Baton Rouge. Louisiana's second market in size is *first* in effective buying income per household. To blanket the buyers, buy two in Louisiana — one for size, and 2 in Baton Rouge for quality.

WBRZ ABC NBC Channel **2**

BATON ROUGE, LOUISIANA

TOWER: 1001 FT. POWER 100,000 WATTS
REPRESENTED BY HOLLINGBERY

Think **BIG** *when you think of*

PHOENIX

This billion dollar market wears seven-league boots...
any way you look at it. For example, in the past five years:
manufacturing employment is **up 82.5%**; manufacturing payrolls are **up 92%**;
value of manufactured products is **up 63%**; total non-farm employment is **up 45.8%**.
Here is **big** buying power...a **big** rich market!

You can penetrate this BUYING POWER with the ONE low-cost medium
that does the **big** job. Daily metropolitan coverage of **91.6%**,
plus a **63%** bonus state-wide coverage.

The Arizona
REPUBLIC
Morning and

The Phoenix
Gazette
Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-8811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

CORNETTE MARGARINE

TESTING one • six • two

selected the *testingest* market in the country to get the answers . . . Portland, Maine! First in U. S. cities of 150,000 pop. Sixth in U. S. cities regardless of population and second in New England regardless of size* Cornette Margarine is just one of many who found Portland, Maine the best test city. Marketing and distribution facilities are ideal . . . testing is accurate.

*Source Sales Management

100% coverage of city zone

94% coverage ABC retail trade zone

represented by the Julius Mathews Special Agency, Inc.

PORTLAND, MAINE

PORTLAND PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

Eschew 'Panic Button' . . .

FTC Should Set TV Ad 'Guide,' AFA Tells FCC

Simon Statement Asks FCC-FTC 'Liaison,' but Backs Industry Self-Rule

WASHINGTON, Jan. 7—The Advertising Federation of America today urged the Federal Communications Commission to "leave the 'censorship' of advertising messages on networks to (1) the legally constituted authorities already set up to enforce their truthfulness and (2) to an advertising industry which, we believe, is ready and willing to exercise its powers of self-regulation."

The AFA, represented by Morton J. Simon, associate general counsel, acknowledged that "there has been wrongdoing in our business." However, he described the AFA's position as follows:

"The revelations do not justify the panic of the alarmists but, in our book, any amount of wrongdoing is already too much, and appropriate safeguards must be provided to insure against the recurrence of such wrongdoing.

"We feel, however, that before the extreme remedy of legislative action is prescribed, the industry should be given a fair chance to clean its own house."

He pledged that advertising associations "will do their very best to justify your past, and, we hope, future confidence in the advertising industry."

■ Mr. Simon said the AFA's plea to government and the advertising business was, "Don't push the panic button."

He made nine recommendations which he said the AFA believes will help remedy the problems of broadcast advertising. They were:

1. No new legislation is necessary to control the advertising improprieties here involved.
2. Censorship of any kind should be avoided.
3. The basic legal control concept for all advertising should continue to be whether advertising is false, misleading, deceptive or unfair in a material aspect.
4. Primary governmental responsibility for policing advertising should continue in the hands of the Federal Trade Commission.
5. The FTC should issue a "guide" to pinpoint for the industry and the public tv advertising practices which it considers legally improper.
6. The FCC and FTC should initiate and maintain close liaison in the preparation of the FTC's "guide" and in the policing of advertising.
7. The tv and advertising industries should, by way of self policing, deal with the improprieties which are not illegal under present laws but represent "poor taste."
8. If the above FTC-industry program proves insufficient in scattered instances, the FCC may proceed as in the past.
9. A program of consumer education should be maintained.

■ Mr. Simon said the AFA also urged a "close working relationship" be set up between the FCC and the FTC.

"We believe," said Mr. Simon, "that the television medium, specifically, and the advertising industry as a whole, have an inescapable responsibility to set their own houses in order, with specific attention to the television medium. We of the AFA have a major obligation because of the breadth and scope of our membership. We also believe that the preservation of freedom of information for all mass communications requires that every segment of the advertising industry adhere to standards of integrity and public responsibility beyond reproach."

This, he added, cannot be accomplished by "more government regulation." The only way to achieve it, said Mr. Simon, is by "a new united crusade for truth and good taste in advertising, in which all parts of the industry can and must cooperate on a self-regulatory basis."

■ Mr. Simon told the FCC that the AFA is the largest advertising association in the world, representing some 50,000 individuals. He said it is composed of 18 national vertical advertising associations, 135 advertising clubs and more than 1,000 corporate members, including some of the nation's biggest advertisers. #

Any way you look at it Ben . . . in Detroit you know where you're going with WJBK-TV. They lead the market consistently.

WJBK-TV gives you:

- The CBS address for 1,900,000 homes.
- 9 billion dollars of purchasing power.
- The nation's fifth largest market.

WJBK-TV *call Katz*
Detroit Channel 2

a **STORER** *station*

National Sales Offices:
625 Madison Ave., N.Y. 22 • 230 N. Michigan Ave., Chicago 1

SHEDD-BARTUSH FOODS, INC.
Rotogravure printed
laminated foil

SUPER SELL

D. L. CLARK COMPANY
Rotogravure reverse
printed cello

FOR SELF SERVICE

THOS. D. RICHARDSON CO.
Flexographic reverse printed
cello to cello laminated

makes packaging that makes sales

Eye-appealing package design, precision printing by experts—and brilliant color!

Famous merchandisers like Shedd-Bartush Foods, Inc., D. L. Clark Company and Thos. D. Richardson Co., have found that Milprint experience blends these elements into shopper-stopping packages that work hard to win more customers every hour—*and succeed!*

Get Milprint's unmatched experience, pioneering ideas, facilities and merchandising background to show you the way!

The CHARLESTON Market Is *West Virginia's No.1 Market*

PROGRESS IN CHARLESTON—Ground has been broken for this new five-story air conditioned Federal building. It will cost $4,220,000 and provide 120,000 sq. ft. of space in which to house U. S. District Court and 14 other federal departments and agencies. It will mark the third Federal building within a quarter-mile radius in downtown Charleston.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC

'Times' Promotes Simpson; Names Lake Ad Director

Irwin A. Simpson has been promoted to vp in charge of sales and promotion of the *St. Petersburg Times*. He will be succeeded as advertising director by John B. Lake, formerly ad director of the *Daily Journal*, Elizabeth, N. J. Both will assume their new duties about March 1.

Brown Boveri Names Berking

Brown Boveri Corp., New York, subsidiary of the Swiss company of the same name, has appointed Max Berking Inc., New York, to handle its advertising. Brown Boveri makes heavy electrical equipment and machinery.

Davidson Opens Own Agency

Wilbur N. Davidson has resigned as vp of Gordon & Hempstead, Chicago, to open his own agency—W. N. Davidson Advertising Agency, with headquarters at 612 N. Michigan Ave., Chicago.

Raymond Bunting, Noxzema Creator, Is Dead at 89

BALTIMORE, Jan. 5—Dr. George Avery Bunting, 89, founder, board chairman and former president of Noxzema Chemical Co., died Dec. 31 at Union Memorial Hospital as the result of a stroke.

Born in Bishopville, Md., he was graduated in 1891 from Washington College, Chestertown, Md., and continued his studies there for his master's degree, which he received in 1893. He then taught school and became principal of the Bishopville public schools, but resigned to enroll in the school of pharmacy at the University of Maryland, from which he was graduated in 1899. He later also received a degree of doctor of science from Washington College, in recognition of his achievements in chemistry.

In 1914, as proprietor of Bunting's drug store, in Baltimore, Dr. Bunting concocted the original Noxzema formula. Three years later he founded the Noxzema Chemical Co., of which he was president until 1949, when he relinquished the position to his son, G. Lloyd Bunting. The first Noxzema factory was a two-story residence. In 1926 its first plant was built, and the present Noxzema plant and lab units were erected in 1949.

Dr. Bunting's progressive merchandising sense and firm belief in advertising, coupled with the formula, made Noxzema a household word. The company has become one of the leading manufacturers of medicated skin care preparations, with sales in 1959 in excess of $16,000,000.

■ Closely associated with Dr. Bunting in the development of Noxzema was Raymond F. Sullivan, chairman of Sullivan, Stauffer, Colwell & Bayles, who has been an integral part of Noxzema advertising since 1924 (AA, Aug. 11, '52). Mr. Sullivan has handled and supervised most of the creative work behind Noxzema advertising during most of the intervening years. The company's original advertising budget in 1924 was $25,000. It was expanded on a market-by-market basis, and became a nationally advertised product in 1938, largely by the use of newspapers. Once national coverage was achieved radio was added and used extensively, and later tv was widely used.

Today the company manufactures and distributes several additional products and has an advertising budget of about $4,000,000. In addition to SSC&B, which handles Noxzema skin cream and skin lotion and High Noon suntan lotion, plus two new unnamed products now in the market testing stage, a second agency, Doherty, Clifford, Steers & Shenfield services Nozain lotion and the company's men's shaving preparations.

■ Dr. Bunting, in addition to controlling all activities of his own company, also was active in general pharmaceutical affairs. He was appointed a member of the Maryland state board of pharmacy by Gov. Albert C. Ritchie in 1922 and served until 1934. He was a member of the American Pharmaceutical Assn., the Maryland Academy of Sciences, the Eastern Shore Society, the Kiwanis Club and Sons of the American Revolution. He was a member of the board of governors of the University Club and a trustee of Washing-

? WHO IS ON TOP NOW

DEALERS say "Hardware Retailer" because...

"It is the *basic* guide for hardware dealers" . . . 2 to 1
"Offers the best guidance for turnover problems" . . . 2 to 1
"Helps the most in improving business practices" . . . 2 to 1
"Best source of industry news about products, selling trends, dealer news, retail selling methods" . . . 2 to 1
"It is the *leader* in the hardware field" . . . 2 to 1

Facts from national survey by independent Market Research Bureau.

YOUR NO. 1 CHOICE
HARDWARE RETAILER

MAKE HARDWARE RETAILER YOUR BASIC TRADE CHOICE

Busy with Own Concerns, Agency May Forget Client's Problems, Spencer Warns

MILWAUKEE, Jan. 5—Take it from an ex-client who is now on the agency side of the fence:

• Heads of agencies don't make enough effort to meet clients' managements to discuss mutual problems.

• More recognition should be given to advertising managers by their companies; these executives should be able to sit down and talk with company management to be sure their aims are the same.

• Markets can't be taken for granted; advertisers must be prepared to meet changes and trends in their fields before those changes and trends overwhelm them.

■ These comments come from Charles M. Spencer, former president of Blue Coal Corp. and vp-sales for its parent company, Glen Alden Corp., New York.

Charles M. Spencer

Mr. Spencer, 53, climbed over the "fence" last fall (AA, Oct. 12) to become exec vp and a director of Klau-Van Pietersom-Dunlap, Milwaukee agency.

He was recruited by KVPD because of the agency's belief that there is great value to be gained in adding top personnel from general industry as well as from the advertising business.

Mr. Spencer brought with him a broad background in product sales, promotion, marketing, advertising and general management gained in a quarter of a century with Alden and Blue Coal.

Drawing on that background, he made a number of points about client-agency relationships and business practice during an interview at KVPD's headquarters here.

■ During the time in which he was with Glen Alden Corp. there was little effort of top executives of agencies serving the company to get in contact with the company's management to discuss parallel problems and service, he said.

"Top level management in agencies gets so involved in its own affairs that it doesn't have time to meet the heads of the clients," he declared.

"On the basis of association with three New York advertising agencies during the time I was with Glen Alden, I gained a growing consciousness of the value of agencies understanding business problems in the light of client management," he said.

(Glen Alden's U. S. agencies have been Ruthrauff & Ryan; Sullivan, Stauffer, Colwell & Bayles and Monroe Greenthal Co.)

He said he felt that there is much to be gained by the close association of account executives and the top managements of the clients they serve.

■ A better appreciation of their functions by both clients and agencies has been developing, he feels.

One indication of this is the fact that business men no longer refer to advertising as a "game," he declared.

One client problem he believes should be rectified—the lack of good communication between an advertising manager and his company's top management.

Though management "knows what the advertising manager is doing," he hasn't been able to sit down with the man at the top, Mr. Spencer said.

■ In backing up his comments about not taking markets for granted, he cited as an example:

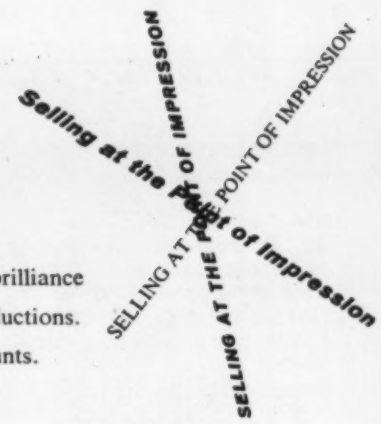
Companies selling oil for heating in the eastern part of the U. S. took their markets for granted and were negligent in their service, he said. Now they are running into terrific competition from gas.

That Mr. Spencer will be given the opportunity of bettering the relationships of KVPD with its clients was indicated by George J. Callos, president of the Milwaukee agency. #

Now more than ever our phrase

Selling at the Point of Impression

carries new emphasis.


Selling at the Point of Impression
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION
SELLING AT THE POINT OF IMPRESSION

Powderless Etching of *copper* originals with our exclusive equipment and advanced method adds fresh brilliance and sharpness to color process and monochrome reproductions. And we do mean in the *publication* printing where it counts.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

MERRY MID-DAY!

Noontime's a merry time for wives and mothers (naptime for kiddies) . . . time when thousands of Central Iowa housewives relax and raise the curtain on WHO-TV's popular Family Theatre.

Family Theatre's playbill is always full of hits from the immense WHO-TV film library*. . . offering the advertiser *(at amazingly low costs)* a large, loyal audience of Iowa's biggest spenders. NSI puts Family Theatre head-and-shoulders above competition—*No. 1 in 30 of 40 quarter hours surveyed, Monday-Friday (Noon-2 p.m.)!*

Ask your PGW Colonel for availabilities in Family Theatre — one of many "station time" success shows on WHO-TV!

• • • • • • • • • • • • • • • • •

**MGM Package ★ WARNER BROTHERS "Vanguard" ★ "Showcase Package" ★ NTA "Dream," "Champagne," "Lion" ★ SCREEN GEMS "Sweet 65" ★ HOLLYWOOD TELEVISION SERVICE "Constellation" ★ M and A ALEXANDER "Imperial Prestige" ★ PARAMOUNT LIBRARY and others.*

• • • • • • • • • • • • • • • •

NSI SURVEY
DES MOINES-AMES METROPOLITAN AREA
(November, 1959)

FAMILY THEATRE — FIRST PLACE QUARTER HOURS		
	Number Reported	Percent of Total
WHO-TV	30	75%
STATION B	10	25%
STATION C	0	0

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

WHO-TV
Channel 13 • Des Moines
NBC Affiliate
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

Which is the largest county in America?

San Bernardino county, California. A county consisting of 20,131 square miles, larger in area than the states of New Jersey, Massachusetts, Delaware, and Rhode Island combined. It is the larger portion of Southern California's 3rd metropolitan market. It is a completely independent area located 60 miles from Los Angeles.

Less than ½ of 1% of the total circulation of the 4 Los Angeles metropolitan newspapers enter this area.

You'll want to know more about this important market which is the 27th largest in the Nation, 6th on the Pacific Coast and 4th in California. Contact your Cresmer and Woodward representative for our new market study or write to the -

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

Get Happy Feeling, Prune Board's New Campaign Will Urge

SAN FRANCISCO, Jan. 5—"Get that happy feeling with prunes—the California wonder fruit," will be the theme of the January-through-May ad campaign of the California prune industry, prepared by the San Francisco office of Botsford, Constantine & Gardner.

The series of color ads represents the heaviest promotional effort in years, with prunes shown served in a variety of ways from salads to sundaes "for that happy flavor."

Copy also will stress health benefits.

Good Housekeeping and *Ladies' Home Journal* will get the giant share of the schedule, and half-page units in *Today's Health* will emphasize nutritional values of prunes.

PREMIUM—*This page ad appearing in Good Housekeeping and Ladies' Home Journal in January carries the prune industry's offer of the Marlex container premium.*

■ Associated with the California Prune Advisory Board in the early 1960 promotion will be the Kellogg Co., whose home economics department created a new prune-all-bran muffin to be featured in the January color ad in both *Good Housekeeping* and *LHJ*.

Kellogg All-Bran packages will carry the recipe on a side panel under the heading, "New All-Bran family treat! California prune All-Bran muffins!" Kellogg will also push the recipe on the Art Linkletter "House Party" tv show.

Cooperating retailers will use a full-color poster and list the brand of prunes featured by the store.

■ In March, the American Dairy Assn. will cooperate with a new cottage cheese salad with prunes being featured in both prune industry and ADA magazine ads, along with a Lenten promotion in stores.

Most of the prune industry ads will offer a Marlex plastic Sunshine Jar premium. Cost to the consumer is $1.25 plus a label from any California prune carton.

A pound of prunes placed in the jar is covered with boiling water and is then placed in the refrigerator.

■ Supplementing the consumer drive is a campaign to institutions, with full-color inserts picturing prune combinations for restaurants and mass feeding establishments. These inserts will appear regularly in *American Restaurant*, restaurant editions of *Chain Store Age, Cooking for Profit, Inplant Food Management* and *Volume Feeding*. Grocers will be reached through ads in *Chain Store Age, Nargus Bulletin, Progressive Grocer, Supermarket News* and *Super Market Merchandising*. #

Gallup Names Five VPs

Gallup & Robinson, Princeton, N. J., has appointed five new vps. Glenn Mohrman, Robert F. Murray and Ernest A. Rockey were named vps for client service, Lawrence G. Ulin was named vp in charge of research, and Richard H. Williams was appointed vp in charge of operations.

Gage/Booth & West Adds One

Palm Springs Panorama, a real estate group, has named Gage/-Booth & West, Beverly Hills, Cal. as its agency. The group said it wil spend $250,000 on advertising it development adjacent to Palm Springs. Newspapers, radio, tv and direct mail will be used.

Collins Names Warner

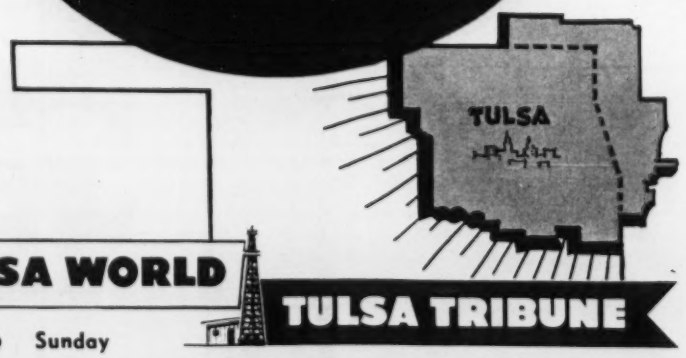
Ben Warner Jr. has been named advertising manager for the western division of Collins Radio Co., Burbank, Cal. He formerly was assistant ad manager for the scientific and process instruments division of Beckman Instruments, Fullerton, Cal.

TULSA

"ONE OF THE "TOP FIFTY" *Markets in America!*

Now! . . . Tulsa is *48th IN POPULATION . . . *49th in EFFECTIVE BUYING INCOME! Tulsa and the 40-county Magic Empire is more than a BILLION-DOLLAR MARKET! For COMPLETE coverage . . . more than 170,000 circulation ...USE...

The Oil Capital Newspapers



*(SM Survey of Buying Power).

Represented Nationally by

The BRANHAM Co.

Offices in Principal U. S. Cities

TULSA WORLD

TULSA TRIBUNE

Morning ● Evening ● Sunday

TULSA'S MAGIC EMPIRE— A BILLION-DOLLAR MARKET

Why we don't believe in rule of thumb

How do you measure the advertising worth of a publication? One rule of thumb could be: how many people receive it.

But we believe that the true measure of a publication's worth is the number of people who *want to read it.* We think this is the only accurate way to put a finger on the *active* buying influences in any market.

That's why both the quantity and quality of McGraw-Hill subscribers are identified by an actual audit of paid transactions.

This accuracy isn't meant to sharpen the eyes of our bookkeepers. It's meant to sharpen the aim and talents of our editors. They must keep their publications worth paying for, worth reading, worth your advertising dollar.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd ST., N.Y. 36, N.Y.

Adman Getlin Is Named President of Rival Packing

(Continued from Page 3)

climbed more than 20%, and last year, despite a leveling off of the market (as dry dog food sales mounted) Rival's sales continued to grow.

"When I took over as exec vp," Mr. Getlin told ADVERTISING AGE this week, "we had a plant with the biggest production capacity of any in the country. While I'm not minimizing the importance of purchasing and production, our big problem at that time was marketing."

A key to the reversing sales trend, he said, came in a marketing study done through McCann-Erickson, which was Rival's agency until Guild, Bascom & Bonfigli took over in June, 1958.

"We found that many dog owners in cities were concerned with the fact that their dogs weren't getting enough exercise, and wanted a dog food that would compensate for this lack," he said.

■ Rival developed a low fat, high protein food, and initiated an advertising campaign based on the claim that Rival dog food was developed especially for dogs that don't get enough exercise.

In addition to the aforementioned sales rises, Rival's improved picture can be seen in the competitiye situation: Rival, with about 16% of the wet dog food market, ranks second nationally to Ken-L-Ration, which trade sources say has about 18% of the market. This is in spite of the fact that Ken-L-Ration is marketed nationally, while Rival is sold only east of the Mississippi River, to about 60% of the U.S. population.

Because of its limited marketing, Rival says, it uses no national media. Its ad budget—about $1,250,000—is spent in local tv, radio, newspapers, outdoor and point of sale material. The company also spends considerable amounts in merchandising activities in the highly competitive dog food field.

■ Mr. Getlin got his start in the grocery products business in 1941, when he joined the cereals division of Raltson-Purina Co. in St. Louis, his home town. Prior to that time he had run a boys' camp in Minnesota, but returned to St. Louis to try for military service, and joined the institutional sales staff of Ralston as an interim job. A "trick" knee, resulting from his football activities at St. Louis University, kept him out of service, however.

"Once I got into the sales business at Ralston, I found that more to my liking than the boys' camp," he said.

He became district sales manager, regional sales manager and, in 1945, cereals advertising manager at Ralston-Purina. Later he was promoted to advertising and merchandising manager, and in 1950 moved up to national sales manager, a function which included advertising responsibilities.

■ Mr. Getlin became vp for marketing at Seabrook Farms in 1955, a position which put him in charge of all advertising, sales, sales promotion and research at the company.

When he moved to Rival, he revamped the entire sales department, named Tom Lajeunesse vp for sales, picked five new regional sales managers and brought in new district sales managers.

New merchandising programs were inaugurated, off-label offers established, and a promotional program was set up (two major and two minor promotions a year), which the retailer could join.

His appointment to the presidency, Mr. Getlin believes, reflects not only on his success in his handling of the company, but the growing importance of marketing.

"Efficiency in all phases of production has improved tremendously," he said, "but some companies haven't kept pace in the marketing end.

■ "It's getting harder to make a profit in the food field," he said. "The trick is to maintain a high volume *and* get a decent return."

Product diversification and expansion are Rival's keys to future growth. Wagtail dry dog food is already in test markets (AA, Oct. 26). The company also is testing a new label for its cans, has introduced a liver flavored food and may add others. In addition it has test plans for a cat food.

If the company is to widen its distribution in the West, the move will come when Wagtail is ready for national distribution.

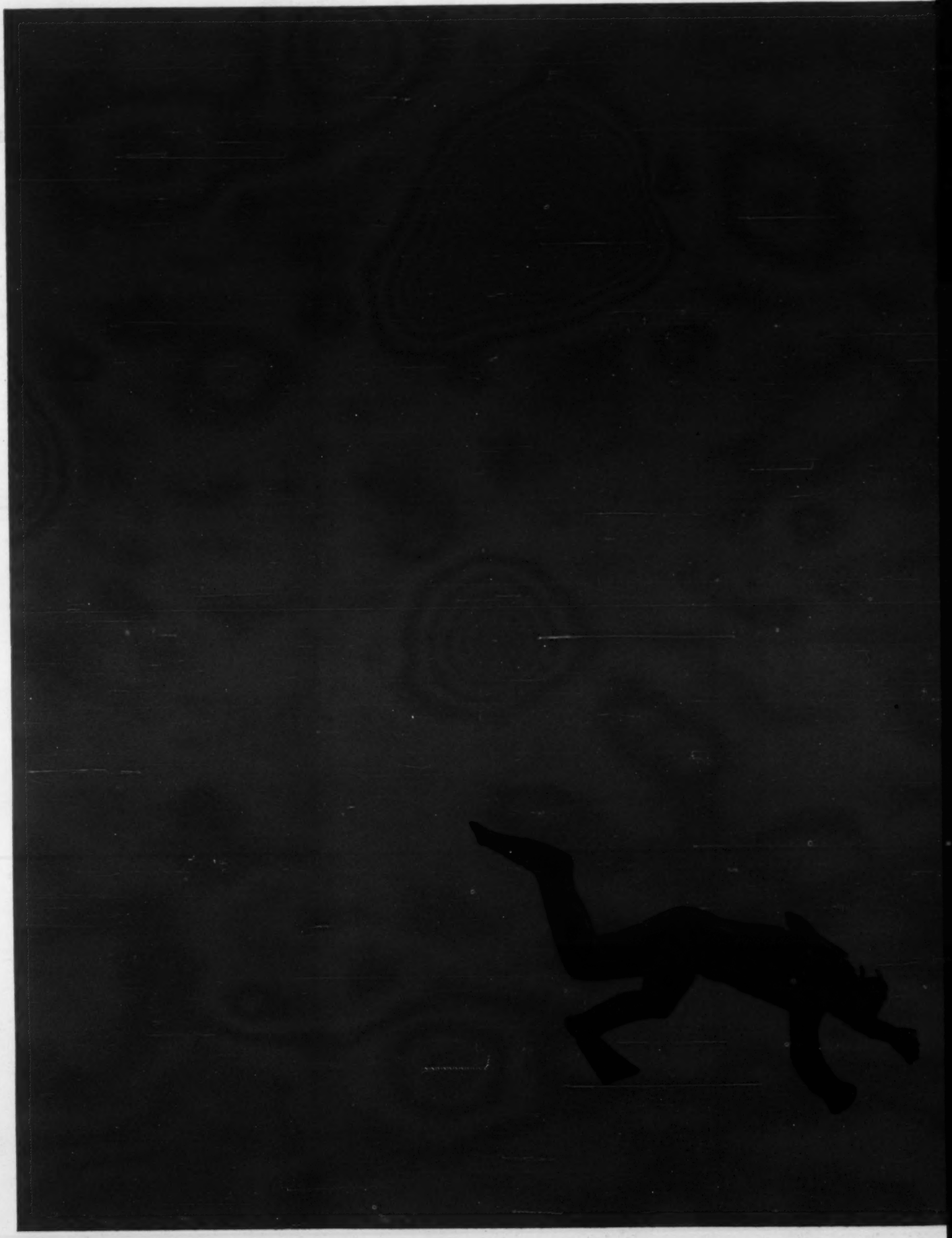
"But right now," Mr. Getlin said, "our efforts are concentrated on gaining first place with Rival in the markets where we trail." #

Toscony Names Wehner

Toscony Fabrics, New York, has appointed Wehner Advertising, Newark, N. J., to handle its advertising, sales promotion and publicity. The appointment covers both Toscony and its subsidiary, Frederic Blank & Co. Toscony makes protective and decorative plastic wall coverings, draperies, automobile interiors and bathroom and juvenile room interiors.

Robodyne Promotes Garvin

Jan M. Garvin, who was vp and general manager of Machinery & Machine Supplies Co. before joining the USI Robodyne division of U. S. Industries, New York, last May, has been named marketing director of Robodyne.



Nabisco Names Two

National Biscuit Co., New York, has appointed Stanley T. Frame director of marketing research of its recently-created new products division and Mark A. Wandermann director of marketing. Mr. Frame joined Nabisco in 1947 and previously headed marketing research activities in the biscuit division. Mr. Wandermann also joined the company in 1947 and has been assistant director of marketing research in the biscuit division.

Drug Sales Top $7 Billion

Drug store sales for 1959 are estimated at $7,226,000,000, according to *Drug Topics*. This represents a 7.9% increase over 1958 sales. Chain stores showed an increase of 8.2%, independents a gain of 7.8%. Chain drug stores accounted for 22.3% of all drug store sales.

Haney Named Skinner Ad VP

Clete Haney, formerly vp and account supervisor with Bozell & Jacobs, Omaha, where he supervised the Skinner Mfg. Co. account, has joined Skinner, Omaha macaroni products and cereal manufacturer, as vp and ad director. Mr. Haney had been with the agency since 1945.

Hall-Mitchell Changes Name

Hall-Mitchell Advertising, Orange, Cal., became Paul Mitchell Advertising Jan. 1, reflecting Mr. Mitchell's purchase of Don Hall's previous interest in the company.

Mulle, Breen Adds Account

Suburban Gas Service, Pomona, Cal., distributor of LP gas, with 105 marketing plants located throughout the West, has named Mulle, Breen & Waldie, Beverly Hills, Cal., as its agency.

Brown Names Meyer Agency

Stanley Brown Mortgage Co., Los Angeles, has appointed Sidney Meyer Advertising, Los Angeles, to handle its advertising. Newspapers, tv and direct mail will be used.

ASSIGNMENT: UNDERWATER

SOMETHING NEW UNDER THE SEA

All New / First Run / Half Hours

The secret world of adventure that lies beneath the seas bubbles with a new brand of excitement, as this NTA series plunges into action in every corner of the world.

A "must-see" for every advertiser:
Bill Williams, big, rugged, and right at home in the role of ex-Navy Frogman Bill Greer.

A "must-see" for every advertiser:
Fresh, colorful new production techniques, on-location impact in Cuba, Hawaii, Alaska, Korea.

A "must-see" for every advertiser:
The gripping audience interest built on a solid base of authenticity ...the kind of authenticity backed by the cooperation of not one, but five governmental agencies.

A "must-see" for every advertiser:
The unique combination of action plus emotional appeal, with 8-year-old Diane Mountford to play Greer's daughter, and to turn on all-family interest full force.

A "must-see" for every advertiser:
The tremendous potential this series holds for all-out merchandising and exploitation.

Phone, wire, write

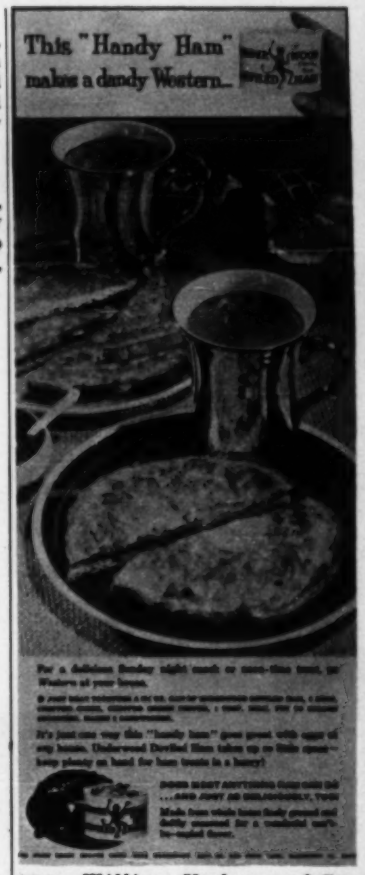
NTA

BEVERLY HILLS 250 No. Canon Drive CR. 4-8781

NEW YORK 10 Columbus Circle JU. 2-7300

CHICAGO: 612 N. Michigan Ave. MI. 2-5561

National Telefilm Associates, Inc. · *A Subsidiary of National Theatres and Television, Inc.



DEVIL—*William Underwood Co., Watertown, Mass., features its deviled ham in 1960 in color half pages in Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal and spots on the Arthur Godfrey radio show. Kenyon & Eckhardt, Boston, is the agency.*

ARF Will Analyze Periodic Advertising Research Services

The Advertising Research Foundation, New York, has announced a new service—analysis of syndicated research services. Any company providing a regular advertising research service—Gallup & Robinson, A. C. Nielsen Co., or Daniel Starch & Staff, for example —may now get an ARF appraisal of its work providing it requests the study and underwrites the cost.

The ARF report, which will be distributed to members, will analyze the services offered. It will not contain an over-all evaluation, nor will it make any general recommendations about use of the service. ARF also announces that the proceedings of its fifth annual conference held last Sept. 25, are now available in a 108-page volume. Price to non-members is $10 for the first copy, $3 for each additional copy.

John White to 'Business Week'

John C. White Jr., district manager in New York for *Engineering News-Record*, has been named to the same position for *Business Week*. Both are McGraw-Hill Publishing Co. publications. Mr. White replaced Alfred T. Ofstie, who has joined Million Market Newspapers. Robert Barker, formerly with the Connecticut General Life Insurance sales staff in Chicago, replaced Mr. White at *ENR*.

NATIONAL CATHOLIC FAMILY MAGAZINE

Put this active market place on your next schedule.

MARCH ISSUE CLOSES JAN. 20

Orders and sample copy requests to

ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

Where do you get BETTER SERVICE than at P&A?

• • •

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5—Phone HArrison 7-3732

ELECTROTYPES, NICKELTYPES, PACOTYPES, MATS, R.O.P. COLOR GLASS MATS,
THERMOSETTING MAT PATTERNS, AND PLASTIC PRINTING PLATES

Griswold-Eshleman Gains One, Names Marker VP

Bryant Mfg. Co., Indianapolis maker of residential and industrial heating and air conditioning units, has appointed Griswold-Eshleman Co., Cleveland, to handle its advertising and serve as marketing and pr counsel.

The agency, meanwhile, has promoted Edward M. Marker, a group head with the agency since 1957, to vp. Frank K. Spiro, formerly copywriter with Batten, Barton, Durstine & Osborn, has joined Griswold-Eshleman as an assistant account executive.

Schering Appoints Two

Paul J. Micali, formerly advertising manager of Schering Corp., Bloomfield, N. J., pharmaceutical manufacturer, has been appointed director of advertising and promotion for the company. Schering has also promoted Harold N. Torkelson, formerly domestic sales manager of the company, to the post of general sales manager.

KEEPING BOOKS—*Dome Publishing Co., Providence, is launching the first national campaign for its bookkeeping system forms in the Jan. 18 Life. Bo Bernstein & Co., Providence, is the agency.*

'Daily Oklahoman' Drops Controversial Local General Rate

OKLAHOMA CITY, Jan. 5—The *Daily Oklahoman* and *Times* will drop their local general rate classification effective March 1, according to William F. Sykes, director of advertising for the newspapers.

The local general rate, lower than the national rate but higher than the local rate, applied to manufacturers domiciled in Oklahoma City. They will now pay the national rate.

Mr. Sykes said that rate changes over the years have narrowed the gap between local and general rates for the *Oklahoman* and *Times* to the point where the middle rate was considered unnecessary.

He said only a few advertisers are affected by the change, and that none had voiced objection to the change.

■ In 1958, Duncan Coffee Co., Houston, pulled its ads out of the two dailies, as well as several tv stations in Oklahoma, in protest against the local general rates (AA, July 14, '58). The company said at that time that the middle rate allowed Cain Coffee Co., Oklahoma City, to obtain a lower ad rate in Oklahoma media than Duncan was able to get.

■ Clay W. Stephenson, then of Tracy-Locke Co., Duncan's former agency, and now head of Clay Stephenson Associates, Houston, Duncan's present agency, said this week that the tv stations in Oklahoma "cleared up their rate discrepancies" last fall. #

Op Dyke to Marketing Post

William K. Op Dyke, formerly manager of sales analysis and market research for the *Arizona Republic* and the *Phoenix Gazette*, Phoenix, has been named manager of marketing research and promotion for three California dailies: the *San Fernando Valley Times*, *San Gabriel Valley Daily Tribune* and the *Santa Monica Evening Outlook*.

Urquhart to Reuter & Bragdon

G. Taylor Urquhart, formerly account group head at Batten, Barton, Durstine & Osborn, has joined Reuter & Bragdon, Pittsburgh, as vp and account supervisor. Among his account responsibilities will be the Copperweld Steel Co., acquired by the agency Jan. 1.

Morehead to Harrison-Shea

Donald E. Morehead, formerly with D. P. Brother & Co., Detroit, has joined Harrison-Shea Advertising, Detroit, in the new position of director of marketing and research.

SALT LAKE

Make no mistake about—

There's more to Salt Lake than Salt Lake . . .

1½ million prosperous prospects is a worthwhile market NO MATTER WHERE YOU FIND IT! That's why we say, "There's more to Salt Lake than Salt Lake." In addition to reaching and selling the ½ million persons in Salt Lake City, an advertising schedule in The Salt Lake Tribune and Deseret News and Telegram opens the door to *a million more* in the four state area served by these two metropolitan newspapers! It's an exceptional market that's the exception to buying by the city population only

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

1½ MILLION

...and, last night, this newspaper cut a bigger share of sales than any other evening paper in the West! (Which makes it a real doll for smart advertisers. Like you, for instance!)

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

HE'S PUTTING NEW GLOSS IN THE GLOSSARY

Schuss, geländesprung, slalom—a decade ago, ski terms like these made sense only to yodelers and St. Bernards. Today, the words are as American as *Sugar Valley*. Like *vichyssoise, vodka, Vespa*—*Renault, Fiat, Volkswagen*—*Ingmar Bergman* and *Brigitte Bardot*—they're accepted as part of the language. And if you happen to enjoy the sound they're making in cash registers across the nation, you can thank one man for it. The adventurer who knows how to use leisure. He's a status-setter who not only has the determination to master a new vocabulary, but the means to translate word into action. *This is the man who reads Esquire.* And it's hard to tell whom he pleases more, lexicographer or advertiser. For the phrases on the tip of his tongue have a canny way of reaching the ears of others. Tell him grey flannel's now an understatement, and he'll make *Burnished Browns* the newest word in men's fashion. Introduce him to jargon like *stereo* and *tape cartridge*, and he'll build on a wing just to listen. Teach him *Bonjour* or *Buon giorno*, and he'll spend well over $2 billion a year to try it out on the natives. Today, more advertisers than ever are competing to get the names of their product into the everyday language. And if Esquire is where many talk first, no choice could make better sense. Pitch your news to the man who reads Esquire, and it's just like they say in *Gypsy*: You've got nothing to hit—but the heights!

Authority in a Man's World

Dunagan, Huffhines Move Up at Dallas Agency

Bill Dunagan has been named board chairman of Clarke, Dunagan & Huffhines, Dallas. C. C. Huffhines, formerly exec vp, succeeds him as president.

Other promotions include James W. Erwin, publicity director, to vp; James R. Ogilvie, art director, to vp and creative director; Richard F. Danne, designer, to art director, and Bill Hurley to chief accountant. The agency also added two new account executives and named them vps—C. M. (Pat) Barry, formerly co-op ad manager of Dr. Pepper Co., and Harold G. Abernathy, formerly exec vp of H. Leslie Hill Enterprises.

TABLOIDS
Dealer Imprinting
Our Specialty
Any Amount — As Required
ALSO—MAGAZINES, CATALOGS, FOLDERS
SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

Sales Execs Elect Smith

Bill Smith, Foster & Kleiser, has been elected president of the San Francisco chapter of the Sales Promotion Executives Assn. Other new officers are Ron Roberts, Westinghouse Electric Co., 1st vp; Jack Sassard, Schilling's, 2nd vp; Molly Murphy, *San Francisco News-Call Bulletin*, secretary, and Hazen A. Schofield, Libby-Owens-Ford, treasurer.

Reardon Snyder Anderson Baier

TO THE HOST—*Bob Snyder, president of Robert Snyder & Associates, Chicago studio (formerly Kling-Bielefeld Studios), plays host at his studio's first exhibition of advertising art and photography to Bob Reardon and Howard Anderson, both Leo Burnett Co., and George F. Baier, J. Walter Thompson Co.*

Kelvinator Drops Annual Basis for New Model Introduction

Kelvinator division of American Motors Corp., Detroit, said that following completion of its 1960 model announcements, it will no longer introduce new appliance models on an annual basis. Future products and models will be brought out "as soon as they are ready for the market," the company said.

B. A. Chapman, exec vp and general manager, noted that "prices will reflect genuine engineering and design improvements and not the costs of unnecessary change for change's sake each year."

Samsonite Campaign Set

Shwayder Bros., Denver, maker of Samsonite products, is launching its 1960 ad campaign on folding furniture with a page in the spring issue of *Bride's Magazine*. The drive runs through May with inserts in *Better Homes & Gardens, House Beautiful, House & Garden, Life, McCall's, Modern Bride* and *Parade*. Ads for the Flaire line will feature bridge expert Charles Goren. Grey Advertising Agency, New York, handles the account.

Raleigh Tobacco Ads Set

Brown & Williamson Tobacco Corp. will use weekly network tv ads via the "Wednesday Night Fights" (ABC) for its Sir Walter Raleigh smoking tobacco in a new foil pouch. Also on the schedule are a series of ads in *Playboy* and 162 college news publications. Keyes, Madden & Jones, Chicago, is the agency.

Admen Hold Lectures

The education committee of the Eastern Industrial Advertisers, Philadelphia chapter of the Assn. of Industrial Advertisers, is conducting a series of lectures on industrial advertising at local schools and universities. John W. Seagraves, Milton Roy Co., is committee chairman.

Mr. Softee Names Setco

I. L. Miller, owner of a midwestern Mr. Softee ice cream franchise, has named Setco Advertising Co., St. Louis, to handle its advertising in the franchise territory of Missouri and Illinois.

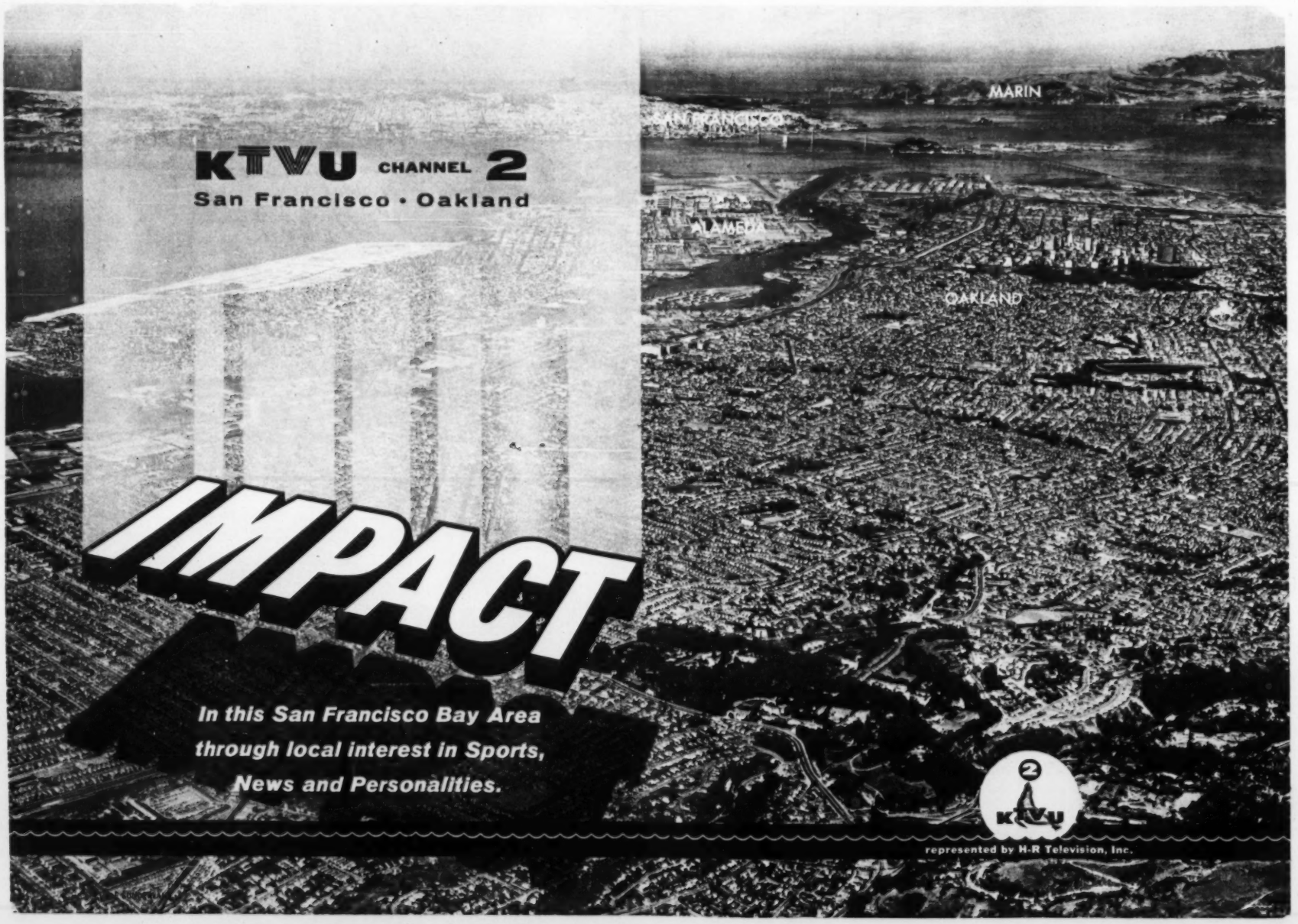
Marathon Names Williams

Marathon Electric, Wausau, Wis., has moved its advertising account from Waldie & Briggs, Chicago, to Williams Advertising, Green Bay, Wis.

to see what
these eyes saw

turn to pages 26-27

WHAT'S THE TREND IN TRENDS?
Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.
Subscribe—ART DIRECTION
A29, 19 W. 44th St., New York 36, N. Y.



How to Back Up Your Sales Force in the Electronic Original Equipment Market

(One of a Series)

Have your advertising call on the engineers in the market. Continually coordinate your campaigns with the sales situation. Use advertisements that pre-sell, amplify, explain, follow-up. Make it easier for your salesmen to turn prospects into customers. How? By calling on all of your accounts at once—then calling back regularly—through your best salesmen in print. Through the magazine that reaches the market you are selling. Through the magazine that is read by the same engineers you wish to influence. The magazine: ELECTRONIC DESIGN.

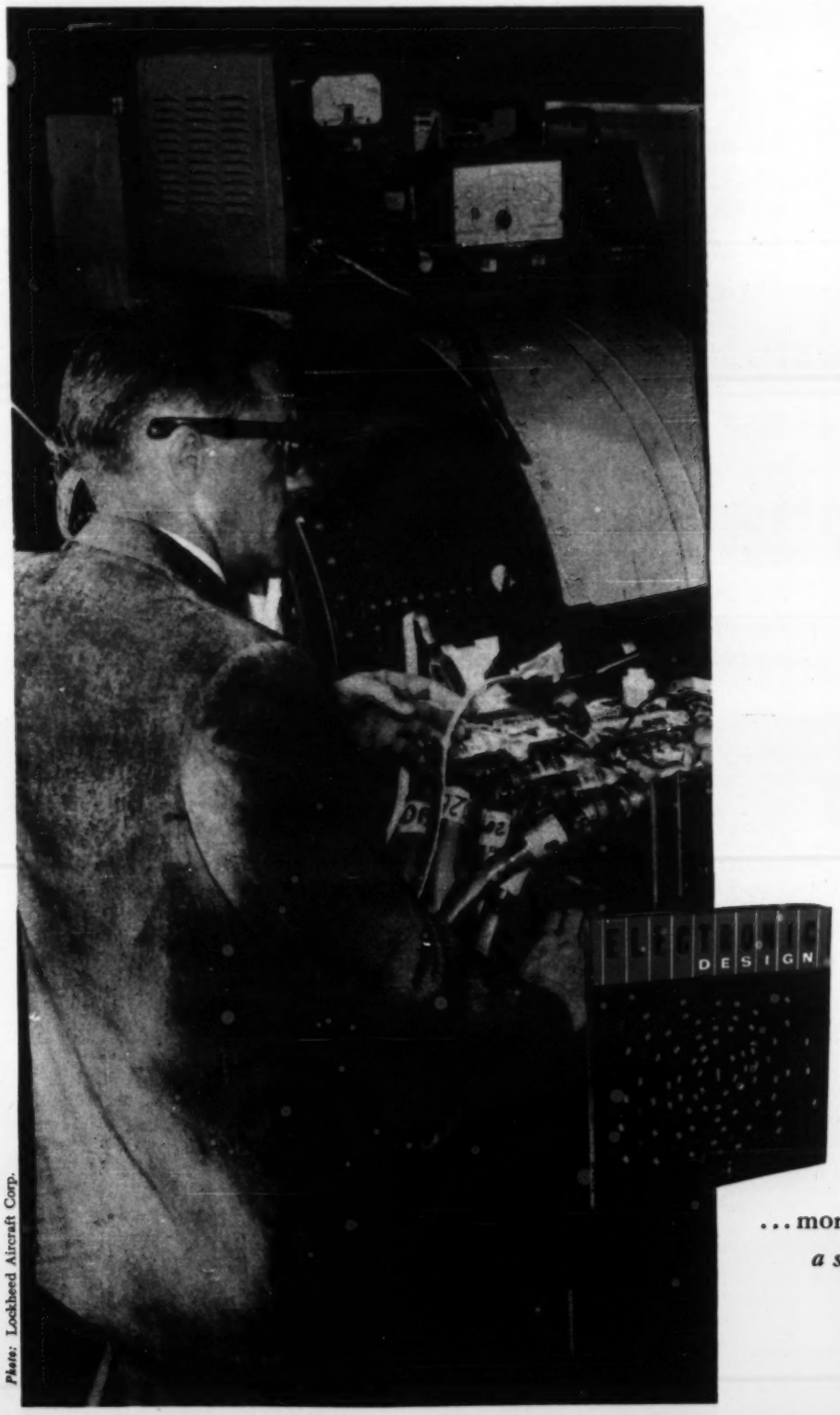


Photo: Lockheed Aircraft Corp.

... more than a magazine
a selling FORCE

In the January Coronet...

"LET'S CRASH TO BEAT

says Senator

Senator Richard L. Neuberger (D. Oregon), long an eloquent advocate of increased Federal aid for medical research, introduced a program to the 86th Congress, providing $500 million to remain available to the National Cancer Institute until expended. He has also given strong backing to a National Institute for International Medical Research, the concept of the International Medical Year, and an incentive program to encourage American youth to enter the field of medical research.

TWO out of every three American families will suffer painfully from cancer, and yet our country spends far less annually on cancer research than we do, for instance, on half a dozen B-58 bombers...or TV repairs...or doughnuts...or chewing gum.

In the January issue of Coronet, the Senator from Oregon, himself a cancer victim, dramatically illustrates the need for a vastly increased cancer research program.

Senator Neuberger outlines his plan for five areas of action and points out that "the more scientists who are at work on the problem in laboratories all over the world, the greater are the odds for a solution and the quicker the solution will come." To sum up, Neuberger's program, if followed, may well rid the world of this ghastly menace.

Also in this issue are thirty-three more articles and features. Of special interest are the following:

CAPITAL PUNISHMENT IS MURDER

In this moving article, the author expresses a view that is gaining more and more acceptance among thoughtful people. Thirty-five countries throughout the world have abandoned capital punishment and nine of our states have done so, too. The citizens' stand will hinge on the answers to the two questions: Is Capital punishment morally justified? Is it an effective deterrent to crime? If the answers are "no," we ought to find a substitute.

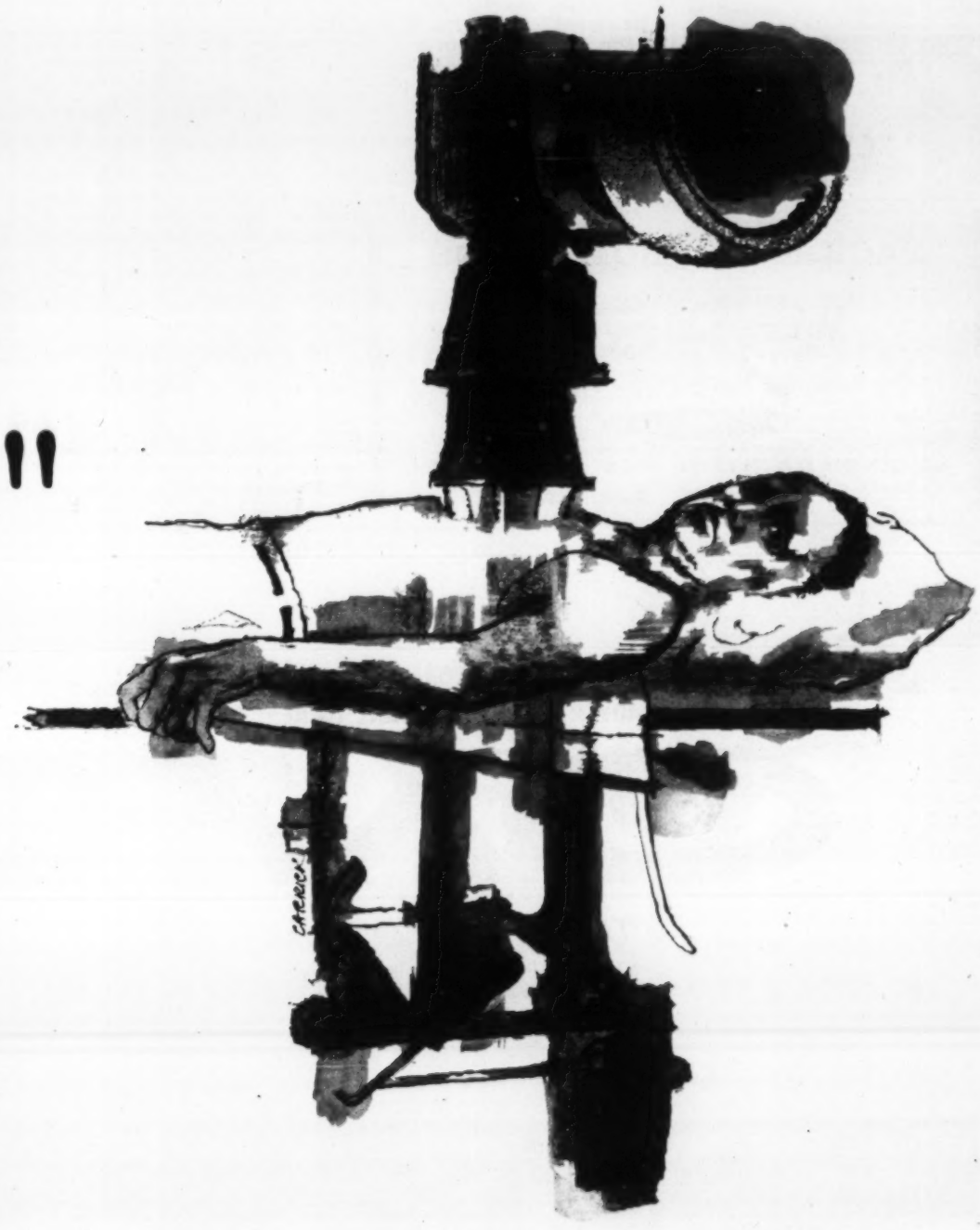
MIKE DI SALLE: BUCKEYE GOVERNOR WITH BOUNCE

This is the story of the roly-poly, unpretentious ex-mayor of Toledo who has turned into one of the most effective governors in Ohio's history. With a key position in the Democratic Presidential convention next fall, DiSalle is made to order for a human interest feature. He is a soft-spoken man of spontaneous humor who works 16 hours a

CORONET

BUILD A PROGRAM CANCER!"

Richard L. Neuberger

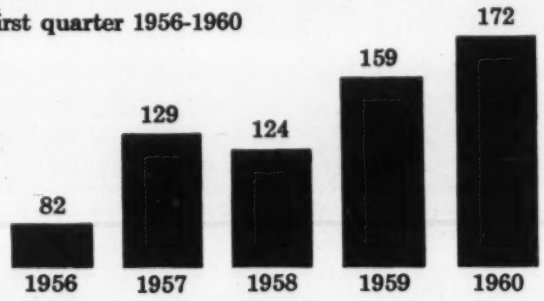


day, 7 days a week. Head of the Office of Price Administrator under President Truman, DiSalle did what experienced politicians said was impossible: kept the lid on prices during the Korean war. This is a portrait of one of our country's men of action.

Consistence of quality is Coronet's editorial objective—a ceaseless effort to entertain while informing—a sincere endeavor to lead public taste upward and outward. Many advertisers, aware that the Coronet editorial climate is a healthy one for increasing sales and good will, have placed 21% more pages in Coronet for the first quarter of 1960 over the same period in 1959.

HOW CORONET AD PAGES HAVE GROWN

First quarter 1956-1960



OVER 12 MILLION READERS EVERY MONTH

ROLAND R. RICHMOND

WINSTON-SALEM, Jan. 5—Roland Russell Richmond, 71, retired executive of Piedmont Publishing Co., died Dec. 28 after having been in ill health for several years.

He retired in 1954 after serving 36 years with Piedmont and its predecessor companies. At the time of his retirement he was comptroller and assistant secretary-treasurer.

He became associated with the *Winston-Salem Journal* Feb. 1, 1918, and successively was head of accounting of the Journal Publishing Co., Winston-Salem Journal Co., Winston-Salem Sentinel Inc. and Piedmont Publishing Co. His supervision extended over the accounting for both of the newspapers and of the radio and television operations of the company.

Upon his retirement he was elected an honorary member of Piedmont's senior management board; when the newspaper management and broadcasting management boards were formed in 1958, he was named an honorary member of each. He attended board meetings when his health permitted.

WESTERN HORSEMAN
148 Advertising Agencies Placed 187 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3555 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

low cost proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

MR. HOPKISS—*This new tv character for Schlitz beer is due to bow early in 1960. He is Mr. Hopkiss, who will be featured in a series of 60-second spots executed by Animation Inc. J. Walter Thompson is the agency.*

VICTOR A. SMITH

WESTPORT, CONN., Jan. 5—Victor A. Smith, 78, who operated his own advertising agency here and in New York for the past 14 years, died Jan. 3 at his home of a heart attack. Born in Rome, Ga., he started his career as a newspaper advertising salesman in Tulsa and later worked there in an advertising agency. He moved to New York in 1922 and joined the Braley Advertising Agency. In 1946 he started his own company, the Victor A. Smith Advertising Agency, which he moved here five years ago.

HARRY G. T. PERRY

MONTREAL, Jan. 5—Harry G. T. Perry, 70, former British Columbia newspaper publisher and an outstanding parliamentarian, died at his home in Victoria, Dec. 26. For many years Mr. Perry owned the *Prince George Citizen* and the *Prince Rupert Daily News*. He was elected a member of the British Columbia parliament in 1920 and served three terms as mayor of Prince George.

THE NEW MAGAZINE
FOR ALL EDUCATIONAL EXECUTIVES
...AND ADVERTISERS WHO WANT TO REACH THEM

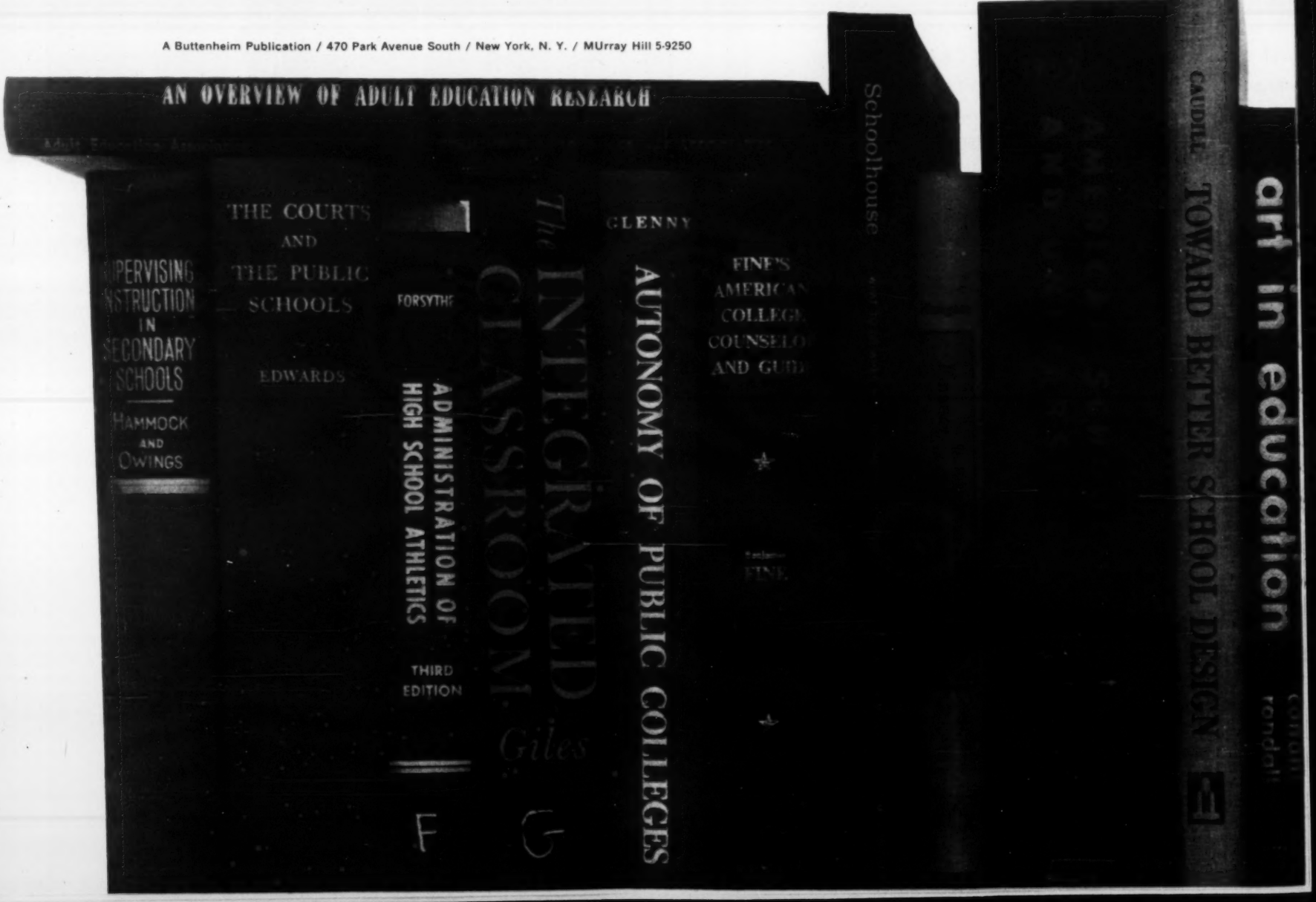
OVER

Spans

the TOTAL Education Market—

an evolving market as wide in its scope as the titles on this shelf...

A Buttenheim Publication / 470 Park Avenue South / New York, N. Y. / MUrray Hill 5-9250



McCormick & Co. Acquires Canadian Spice Company

Gorman Eckert & Co. Ltd., London, Ont., a large Canadian spice company, has been consolidated with McCormick & Co., Baltimore, which refers to itself as the world's largest spice company. Gorman Eckert produces olives, spices, peanut butter, flavoring extracts and sundry food items and markets them under the Club House label. McCormick & Co. now markets a complete line of spices, flavoring extracts and food products throughout the U. S. and in 44 foreign countries.

Kimberly-Clark Acquires French Paper Maker

Kimberly-Clark Corp., Neenah, Wis., has acquired Societe Sopalin, Paris, French manufacturer and distributor of paper and cellulose wadding products. Facilities of Societe Sopalin will be modified and expanded as the first step in the production and distribution in France of Kleenex tissues, Delsey tissues and Kotex sanitary napkins, Kimberly-Clark said.

Osborn Named East Manager of 'Implement & Tractor'

Stanley A. Osborn, former advertising manager of *Implement & Tractor*, has been promoted to eastern sales manager with headquarters in New York. In addition to representing *Implement & Tractor*, he will direct sales in New England and other eastern states for the publisher's two export farm magazines, *Agricultura de las Americas* and *World Farming*.

Two Companies Name Long

Burke Rubber Co., manufacturer of rubber and vinyl floor tile, and Alloy Wire Belt Co., manufacturer of conveyor belts used in the packing and canning industries, have appointed Long Advertising, San Jose, Cal., as their agency. Both companies are in San Jose.

YES, SUH!

The Atlantic City Press covers the South!

South Jersey, that is...

A big metropolitan market, three counties (Atlantic, Cape May and Cumberland) in scope . . . three phases (industrial, agricultural and recreational) in character . . . the Southern New Jersey area provides a rich and receptive potential for your message in the Press.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Rolland L. Adams, *President*

Scolaro, Meeker & Scott, Inc., *National Representatives*

OVERVIEW

VIEW

A CIRCULATION* AS WIDE IN ITS COVERAGE AS THE TITLES ON THIS SHELF

Overview circulation among public school educators and administrators: 21,250

Overview circulation among college and university educators and administrators: 4,550

2,500 architects and consulting engineers

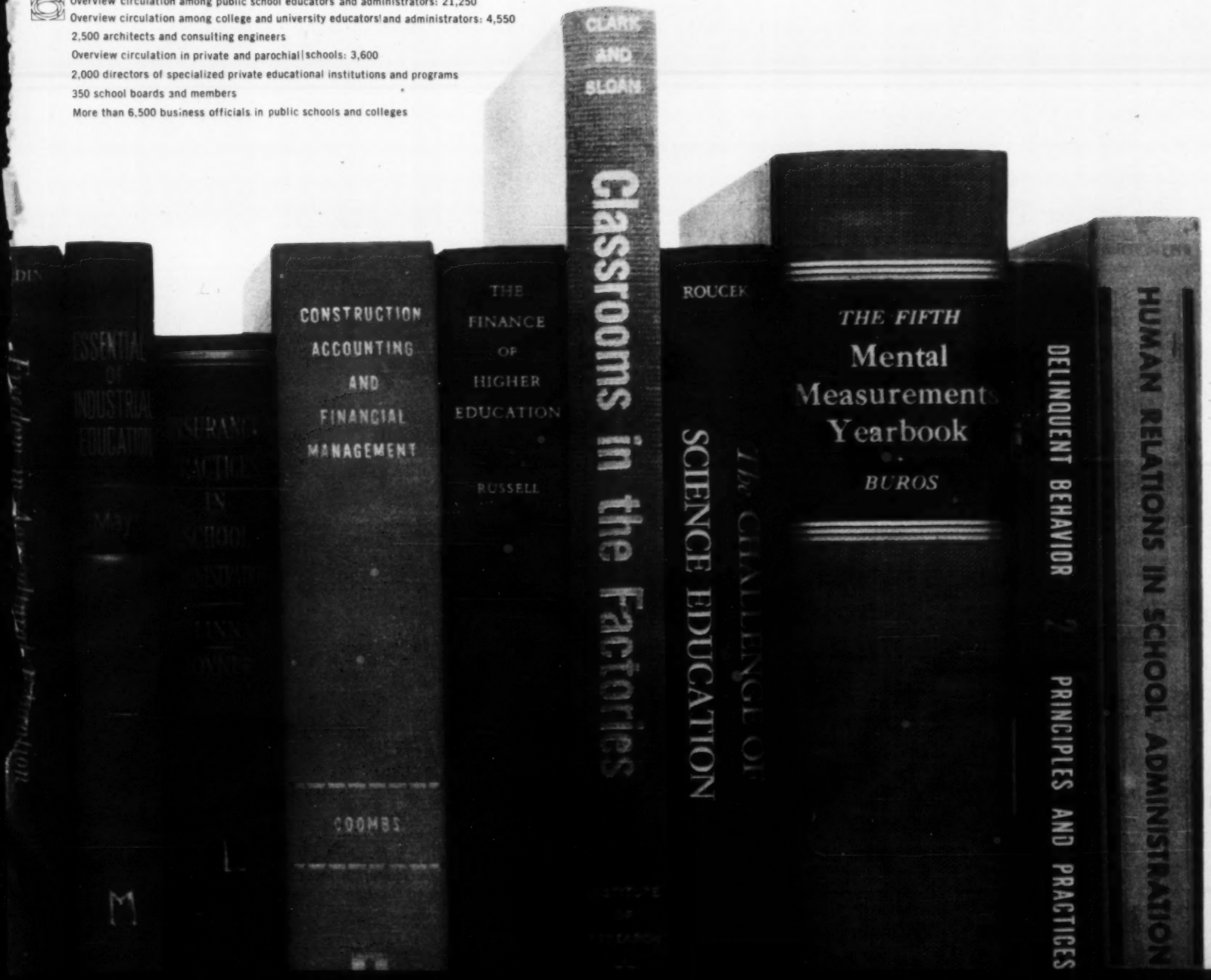
Overview circulation in private and parochial schools: 3,600

2,000 directors of specialized private educational institutions and programs

350 school boards and members

More than 6,500 business officials in public schools and colleges

*Tentative circulation estimates for the January, 1960 issue.



Retiring from Burnett, Gamble Is Fan of Advertising but Won't Serve as Consultant

CHICAGO, Jan. 5—If there is anyone around who wants to argue that the agency business is not an attractive field, he would have to do battle with E. Ross Gamble, who retired last week as vp, director and treasurer of Leo Burnett Co. (AA, Jan. 4). Mr. Gamble has spent 56 years in the business, the last 24 of them with the Burnett agency.

Born in St. Louis, Mr. Gamble had what turned out to be the good fortune to live across the street from the H. W. Kastor family, founders of H. W. Kastor & Sons Advertising Co., one of the oldest agencies in the U.S.

Arthur G. Kastor was a schoolboy chum of Mr. Gamble, and he did a good job of selling the then fledgling agency business to the boy across the street. Mr. Kastor and his six brothers and their father (H. W. Kastor) staffed the agency, which was founded in 1895. Arthur Kastor currently is president of the agency and is the only living brother.

After two years of high school, Ross Gamble went to work for a wholesale dry goods company in St. Louis, leaving that job after two years to join the Kastor agency in 1903. "My starting salary was $35 or $40 a month—a good salary in those days," Mr. Gamble said.

■ Media use has been Mr. Gamble's specialty throughout the years, and he has long been recognized as an authority in that field. He points out, however, that when he joined Kastor, no media department, by the modern definition, existed.

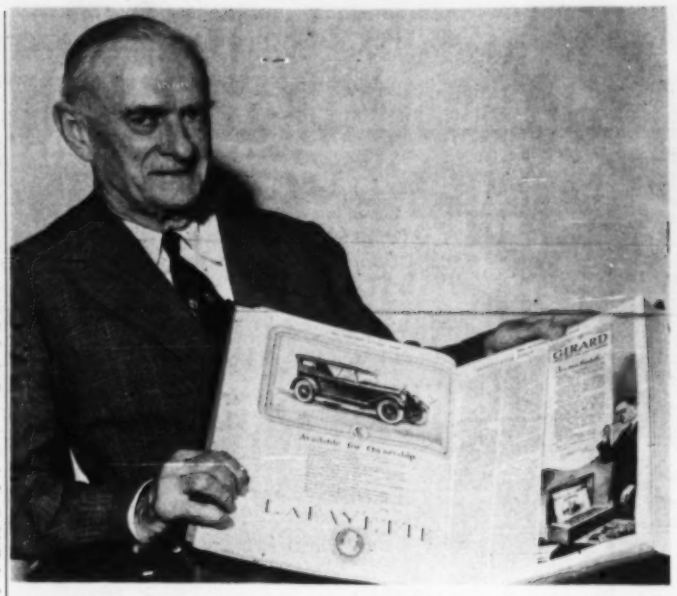
"The agency business was mostly a mail order business in those days," he recalled. "We placed ads mostly in mail order papers or newspapers—wherever we thought we would get the most replies.

"Many of the publications would keep running your ads for nothing until you got replies," he recalled.

Several years after he joined Kastor, the agency moved its headquarters to Chicago, and Mr. Gamble also made the move. He left Kastor to join Erwin, Wasey & Co.'s Chicago office in 1917 as assistant space buyer, moving up to chief space buyer 10 months later. "They called us SBs in those days," Mr. Gamble recalled with a chuckle.

He left Erwin, Wasey in October, 1918, to join the U.S. Army, serving in its tank corps. "I was in the Army only four months and never got inside a tank," Mr. Gamble said. He was discharged with the rank of corporal and rejoined Erwin, Wasey in his old job.

■ The rapid growth of the advertising and agency fields has never ceased to astonish Mr. Gamble. "In the old days, a client spending $100,000 a year for advertising was a fine account," he said. "Now companies spend $500,000 just for one television show."



GAMBLE LORE—*E. Ross Gamble, who retired last week as vp, director and treasurer of Leo Burnett Co., glances at a page ad he placed for LaFayette cars in The Saturday Evening Post in 1920. Leo Burnett was advertising manager of LaFayette Motors Co. at the time.*

However, Mr. Gamble points out that in 1919, he bought $1,000,000 in space from farm publications for Goodyear Tire & Rubber Co.

One of Mr. Gamble's contacts while he was buying space for Erwin, Wasey & Co. was Leo Burnett who was advertising manager of the old LaFayette Motors Co., Indianapolis. Six months after Mr. Burnett established his own agency, Mr. Gamble joined the new agency.

"When I came to the Burnett agency in 1936, there were 10 people, including myself," Mr. Gamble recalls. "The agency billed about $1,000,000 its first year." (Leo Burnett Co. billed $101,500,000 in 1958, according to ADVERTISING AGE's annual agency billings compilation.)

His duties at the agency included the positions of treasurer, media director and office and personnel manager. He held the top media job for 17 years.

■ Mr. Gamble is a staunch supporter of the 15% commission system for agencies. "I see no reason for changing a system which has proved to be so successful," he says. A price war, with agencies cutting their commissions to land new business, could lead to chaos, he believes.

"Agencies, however, must clearly define to their clients just what duties they will perform for the 15% commission," he continued. "If the client wants any additional services, the agency should tack on a fee, over and above the regular commission. Agencies must keep a close watch on accounts, and if it is discovered that the agency is losing money on an account, the necessary adjustments must be made."

Mr. Gamble is strongly opposed to buying media by "slide rule techniques."

"I think a media buyer must get the feel of the media and then employ common sense and hunches in making his final selections," he said. As an example, he pointed out that some publications possess "an intangible confidence for readers which is almost impossible to measure."

■ He deplored the fact that the majority of radio and tv stations do not allow a 2% cash discount for bills paid by certain dates. "Print media allow the 2% discount, which is passed on to the advertiser; I don't know why broadcast media do not give such a discount," he said.

Mr. Gamble, like his boss, Mr. Burnett, subscribes to the theory that persons working for an agency should, if possible, buy products manufactured by clients of that agency. "If your father owned a shoe store, would you buy your shoes elsewhere?" he asked.

The Burnett executive declined to answer only two questions put to him—his age, and what his first initial, "E.," stands for. Some makeshift mathematics by an AA reporter placed Mr. Gamble's age in the early 70s, but his sprightly manner belied this compilation.

■ Outside of his agency duties, Mr. Gamble has been a member of the board of directors of the Audit Bureau of Circulations since 1934—longer than any other board member. He also has been chairman of the finance committee and treasurer of the ABC for more than 20 years. Upon his retirement, he has resigned these posts.

He has also been very active in the American Assn. of Advertising Agencies since its inception.

He also has found time to meet with the Gambleers, a group organized in his honor by men who have worked under Mr. Gamble and have since moved on to other jobs. The group was founded in 1929, while Mr. Gamble was at Erwin, Wasey & Co., and it continues to meet at least once a year.

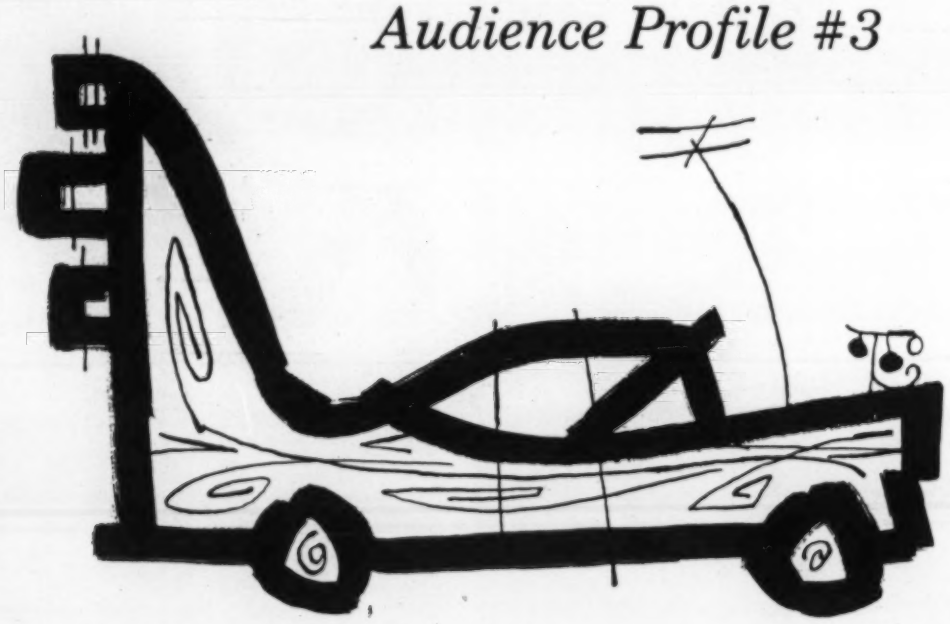
■ Among the members of the Gambleers are William B. Wiemers, head of the Chicago office of *Farm Journal;* K. S. Gordon, general manager of KDTH, Dubuque, Ia.; Joseph Wahler, head of the St. Louis office of *Newsweek;* Tom Bohan, *This Week Magazine,* New York; Jack Kelly, *The Saturday Evening Post,* Cleveland, and Carl Eckhart, Macfadden Publications, New York.

As for his retirement plans, Mr. Gamble said he has none, "except to take it easy and do some traveling." He will not be a consultant.

He said he has no hobbies "except work," but he confesses that he likes to read extensively. Mr. Gamble has never been married.

Mr. Gamble is one of a number of Gambles in the advertising field. His brother, Lynn H., is advertising director of the *San Francisco Chronicle,* and another brother, J. Carr, now retired, was a member of the advertising department of the *St. Louis Globe-Democrat* for many years. Mr. Gamble's nephew, Robert R. Burton, is a senior vp of Kenyon & Eckhardt. #

Audience Profile #3



357,519 WWDC homes own at least one car...13.5% above the total sample Washington, D.C. average. 210,485 are 1957 or newer... 17.9% above average.*

*PULSE Audience Image Study—July, 1959

WWDC Radio

...the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON TICONDEROGA OFFSET, BASIS 80, SHEET SIZE 39 X 59, PRINTED 18 UP AT 4,000 IPH.

Pictures become people when they're printed on International Paper's Ticonderoga Offset

(Why use a more expensive paper when you can get results like this?) TURN PAGE ➡

What you should know about TICONDEROGA OFFSET

—a leading member of International Paper's first family of fine papers.

TICONDEROGA OFFSET brings *life* to multicolor and monotone offset printing. Just examine this insert. It demonstrates itself. Bright, brilliant four-color reproduction on one side. Realistic black and white on the other.

Ticonderoga Offset's smooth, level surface takes ink perfectly, gives quality reproduction without glare. Its controlled porosity keeps colors on the *surface*. Pictures snap and sparkle.

This flexible offset printing paper gives dependable press performance. Handles easily. Requires no pampering. You save time and money—and get outstanding results as well.

Ticonderoga Offset is ideal for brochures, travel folders, book jackets, programs, menus, catalogs, inserts—any job that must combine quality with economy.

Ticonderoga Offset is now available in ten standard sizes and five weights. Seven fancy finishes, made to your order.

Ask your paper merchant for information about Ticonderoga Offset and the other printing grades in International Paper's *first family of fine papers.*

Fine Paper Division **INTERNATIONAL PAPER** New York 17, N. Y.

Coe Named to Head ABC-TV Station Unit; Beckman to Capital

NEW YORK, Jan. 6—Alfred R. Beckman, formerly vp in charge of station relations at ABC-TV, New York, has been named vp in charge of the Washington office. The Washington office has been under the guidance of Edgar G. Shelton Jr. and Joseph J. Jacobs since Robert H. Hinckley resigned last July as Washington vp. Mr. Shelton, who holds the title of assistant to the president for national affairs, has been elected a vp. Mr. Jacobs, who was assistant to the president for legal and broadcasting division affairs, will return to New York as assistant general counsel.

Robert L. Coe, previously a regional manager in the station relations department at ABC-TV, has been named to replace Mr. Beckman as director of tv station relations.

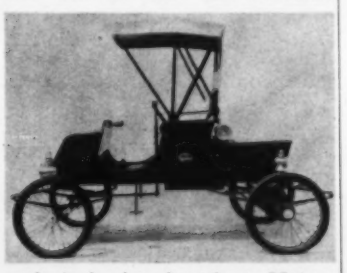
In other appointments in ABC-TV's station relations department, Courtney McLeod, formerly administrative manager of tv network programs in the western division, has been named regional manager for the Pacific Coast and mountain zone affiliates.

Robert (Bud) Curran, previously assistant regional manager in the tv station relations department, has been appointed a regional manager for a group of stations in the East and Mideast. King Horton, who had been sales vp for Telestudios Inc., has joined ABC-TV as an account executive.

'60 Traffic Scrambler Will Be '02 Rambler

DETROIT, Jan. 6—If you should notice a 1902 Rambler chugging around the streets in your city in the near future, don't pinch yourself. You may see a lot of them before the year is over.

Gaslight Motors Corp., Lathrup Village, Mich., a new automobile company, is entering the field with a line of authentic reproductions of a 1902 car called the Rambler. The cars will be sold and serviced



exclusively by American Motors Corp. dealers throughout the U. S. (Note: These dealers also sell a 1960 line of cars called Ramblers.)

Officials of Gaslight Motors Corp., who also are AMC employes, include James T. Moore, president, Carl Chakmakian, vp and treasurer, and John R. Pichurski, vp and secretary.

■ The original 1902 Rambler actually was built in Kenosha, Wis., by Thomas B. Jeffery Co., and 1,500 units were made that year. Gaslight plans to exceed that record.

The car will operate under warranties by the manufacturer, American Air Products Corp., Fort Lauderdale, Fla., and Clinton Engine Inc., Clinton, Mich. American Air Products has a background of experience and craftsmanship in building replicas of old automobiles and in rehabilitating actual old cars.

■ The car weighs 640 lbs., carries two passengers, and is powered by an air-cooled 4 hp one-cylinder, four-cycle engine located under the seat. The car reportedly can travel at a maximum speed of 30 mph and will deliver between 60 and 70 miles per gallon of gasoline. It will sell for $1,495 f.o.b. Fort Lauderdale.

Suggested uses are: Use as attention-getter in either mobile or showroom display, use in parades and festivals, for short-haul light deliveries, as an estate runabout car, as a fun car for gay blades, as a prize for raffles and contests, and for the man who thought he had everything. #

Raytheon Promotes Belasco

Bernard I. Belasco, since 1958 market planning manager for Raytheon Co.'s semiconductor division, Needham, Mass., has been appointed advertising and sales promotion manager of the company.

'New London Day' Names Rep

The daily *New London Day*, New London, Conn., has appointed Johnson, Kent, Gavin & Sinding, New York, as its national advertising representative.

TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

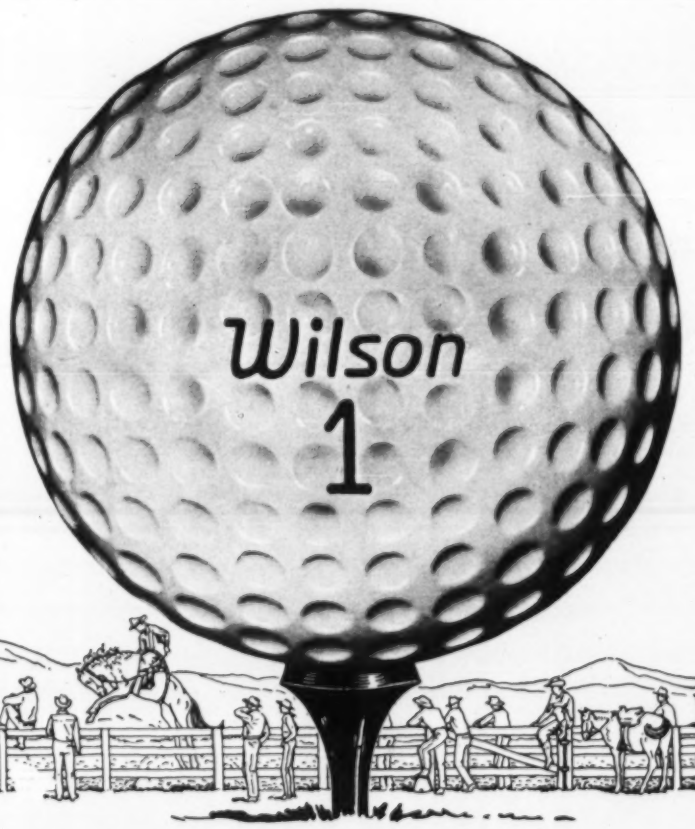
Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Golf Balls score in Crosse & Blackwell "Relish Rodeo"



Golf Balls and Relishes?

Cary Middlecoff and other members of Wilson's famed Advisory Staff can help build your sales.

Nothing odd about this combination . . . Crosse & Blackwell really teed-off on its carefully devised and successful "Relish Rodeo" using Wilson equipment as a sales incentive.

A good promotion needs more than good incentives to make it pay off in sales and profits. You need complete planning—incentives and eye-catching showmanship. Only Wilson, the best known name in sports, gives you all three. Our premium experts can put the Wilson Advisory Staff on your team—names like Cary Middlecoff, Sam Snead, Jack Kramer, Otto Graham, Ted Williams and Alan Ameche.

Fill out the coupon. Find out how Wilson can give a real boost to your next promotion.

Sales Win With Wilson

WILSON SPORTING GOODS CO., CHICAGO
(A subsidiary of Wilson & Co., Inc.)

PREMIUM DEPT. B WILSON SPORTING GOODS CO., 2233 West Street, River Grove, Illinois

I'd like to know more about the promotion possibilities of Wilson equipment and Wilson Advisory Staff.

NAME_____

COMPANY_____ POSITION_____

STREET_____ CITY_____ STATE_____

Siouxland is a BIG Market
48 counties in the corner of 4 states —pop. 816,300.

Siouxland is a RICH Market
Effective Buying Income $1,327,551,000.00
Retail Sales $990,585,000.00
Gross Farm Income $1,268,646,000.00

Siouxland is a BUYING Market
Siouxland '59 Retail Sales 10.3% ahead of '58 and a top ranking High Spot City 23 of the last 24 months according to Sales Management.

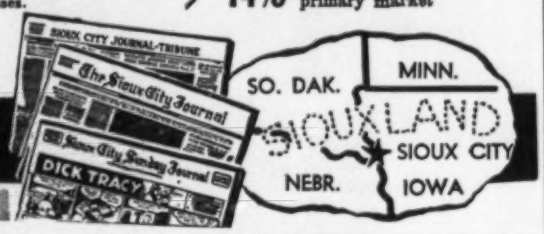
Siouxland is a BIG-RICH-BUYING MARKET
(A BILLION DOLLAR Sioux City, Ia., MARKET)

You can unlock the FULL SALES POWER of your advertising by using the pages of Siouxland's big, family newspaper, The Sioux City Journal and Journal-Tribune.

SIOUXLAND is a ONE MEDIA MARKET

Dominant coverage of Siouxland is yours through one—and only one—Media, The Sioux City Journal and Journal-Tribune, the overwhelming choice of Sioux City's 1,746 retail businesses.

100% coverage in Sioux City
92% coverage in 4 nearest counties
74% coverage in 12 county primary market



The Sioux City Journal
JOURNAL-TRIBUNE
Jann & Kelley Inc.—National Representatives

facts

How to Avoid the Mistake of choosing ONLY the metropolitan markets in the first 100 group.

A newspaper's primary market is the true picture of the market and its rank in relation to the markets of the nation. The Standard Metropolitan Area yardstick does not place Roanoke, Virginia, in the first 100—yet it is one of the great markets of the nation. The Roanoke Times and The Roanoke World News are the ONLY newspapers that cover this rich, isolated empire in the Western part of Virginia.

THE PERFECT PROVING GROUND

A natural test market, Roanoke sales as applied to total sales, are average for the Nation. Roanoke is isolated; has diversified media; Newspapers, Television, Radio . . . has a variety of industry, representative population, adequate size and distributive outlets.

Home of the *New* Norfolk and Western Railway

about ROANOKE NEWSPAPERS, 16-County-PLUS Primary MARKET

ROANOKE NEWSPAPERS' COVERAGE: (nearly 90,000)
- Metropolitan area 100%
- 61 Principal cities and towns 93.2%
- 16-County-plus primary market 57.9%

NEARLY THREE-QUARTER-BILLION DOLLAR-MARKET with 596,930 people.

SIZE of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 71st in Nation.

HOUSEHOLDS: 154,240

NET BUYING INCOME: $747,595,000

RETAIL SALES: $574,353,000

FOOD STORE SALES: $136,583,000

GEN. MDSE. SALES: $65,536,000

APPAREL STORE SALES: $31,265,000

FURN. HSLD. & APPL. SALES: $27,900,000

AUTOMOTIVE SALES: $122,498,000

GAS SERVICE STATION SALES: $53,406,000

DRUG STORE SALES: $20,702,000

ALL OTHER RETAIL SALES: $116,463,000

Source: SRDS plus estimates by Research Dept. S. F. W. Co. Circulation June 30, 1959

NOTE: These new market totals and other pertinent facts will be available soon in the revised second edition of the Roanoke Market Brochure. Copies of first edition available now.

Roanoke is a "Burgoyne" test city with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS
National Representatives SAWYER-FERGUSON-WALKER CO.

The Daily Newspaper is the Total Selling Medium

Don't Abridge Advertiser's Option to Participate in TV Programming: ANA

Basic Right Belongs to Broadcaster, but It's Shared, Allport Tells FCC

WASHINGTON, Jan. 6—The Assn. of National Advertisers believes that the final responsibility for what will be broadcast rests with the broadcaster, but it also believes that any advertiser who wants to should be permitted to participate in the selection and production of television programs.

In a statement made before the Federal Communications Commission, Peter W. Allport, an ANA vp, said that his organization "recognizes clearly that fundamental responsibility—the control, the final word—on what is transmitted" rests with the broadcaster. He added that responsible advertisers would not "wish it otherwise."

Mr. Allport went on to say, however, that the ANA is convinced that a sponsoring advertiser who wishes to take part in selecting and producing tv programs "should not be barred."

He said that advertisers' investments in television last year amounted to $783,000,000 and that if they did not participate in programming, the alternatives would be "pay television or a government subsidy financed through taxation." Without advertiser dollars, he said, the television industry could not be financially sound.

■ Mr. Allport cautioned that advertisers would put their money into other media unless they were "reasonably certain of a commensurate value" for television.

"If many advertisers were denied the right to participate in the selection of program material, and if, furthermore, they could not be identified with the particular program of their choice," he asserted, "they could not justify, for simple economic reasons, their present investment in television and would feel impelled to withdraw, or drastically reduce, their television commitments."

Mr. Allport said such an eventuality would mean "damage" to the tv industry: "This loss of sponsorship—of advertising revenue—would not only mean the loss of the particular program with which the advertiser was associated, but it would also mean a general reduction of the television industry's financial strength and, hence, of its ability to provide the public with non-sponsored special events broadcasts of high public interest."

■ Declaring that improved program content hinges on competition between stations and their networks and between advertisers, Mr. Allport said, "Neither program balance nor the I.Q. of television need be impaired by advertiser participation in programming."

"Quite the contrary," he continued. "Advertisers are constantly on the lookout for programs which will meet their requirements. And these requirements in turn are as varied as American industry itself."

Mr. Allport testified that there is no conflict in the ANA stand that, on the one hand, control rests with the broadcaster and its conviction, on the other, that the public would best be served by "freedom for advertisers and others to participate in tv programming.

"The licensees—and their networks—now have the right legally, and the responsibility, to decide what they will and what they will not transmit to the public," he said. "No one advertiser, or group, could legally—nor is there any desire to do so—infringe on this, the licensee's prerogative," he said.

"Many advertisers, however, do wish to be free to work with the broadcaster and assist in providing program material, while recognizing his right to reject, amend or accept.

■ "In this connection, the ANA does not believe that the public or the medium will benefit if this, the present practice, is prohibited by law or regulation. We are convinced, and we believe the record shows, that through this free process—which has evolved to meet both the artistic and the economic requirements of the medium—television has been able to reach great heights in a very few years. In fact, we believe that the alternatives might seriously reduce the quality and quantity of television service available to the American public." #

McGraw-Hill Buys Housewares Directory

NEW YORK, Jan. 5—*National Housewares Directory*, published annually for 30 years in San Francisco by Associated Pot & Kettle Clubs of America, has been purchased by McGraw-Hill Publishing Co.

Publisher will be Caswell Speare, publisher of *Electrical Merchandising Week*. Thomas Carmody, of McGraw-Hill's San Francisco office, will be assistant to the publisher, and Sally Kimball, managing editor of the directory, will become general manager.

The directory, which lists manufacturers, sales offices, representatives and 15,000 brand and trade names under 2,000 cross-referred product headings, will be published in June. Printed in Portland, Ore., it will have a new section containing a complete listing of manufacturers' sales agents serving the field. Circulation is 10,000. #

General Mills Launches Sweepstakes Promotion

Prizes totaling $100,000 will be given away in a TV Star Sweepstakes sponsored by General Mills, Minneapolis, in a nationwide promotion for its eight leading brands of cereals, which was launched Jan. 1. First prize will be $30,000 worth of stock in Dividend Shares Inc., a mutual investment fund. Rules for entering the contest and descriptions of prizes appear on packages of Cheerios, Wheaties, Corn Kix, Trix, Sugar Jets, Hi-Pro, Cocoa Puffs and Pick-A-Pack.

Advertising for the promotion will include a color ad in the Jan. 18 *Life*, point of sale displays and network tv.

Brand Names Foundation Appoints Ketchum, MacLeod

Brand Names Foundation, New York, has named Ketchum, MacLeod & Grove its volunteer agency for this year's consumer and trade advertising programs. The account will be jointly handled by the agency's Pittsburgh and New York offices.

Piano Trade Names Johnson

Piano Trade Publishing Co., Chicago, has appointed Martin Johnson publisher of *PTM, The Journal of Musical Instrument Retailing*. Mr. Johnson was formerly editor of *American Printer & Lithographer* and before that headed the editorial department of Foster Mfg. Co.'s two publications.

Who reads CHICAGO's AMERICAN?

"I do," says James Day

James E. Day, President of the Midwest Stock Exchange, also serves as a director of the Association of Commerce and Industry, the Economics Club, the Joint Appeal Board and as a Trustee of the Illinois Institute of Technology.

"One of the reasons I read Chicago's new American regularly is to get a quick and comprehensive grasp of the day's financial news. I like to read opinions about the stock market and individual securities columnists Hal Thompson and Sam Shulsky always provide interesting reading. My daily investment of 7c yields a good return."

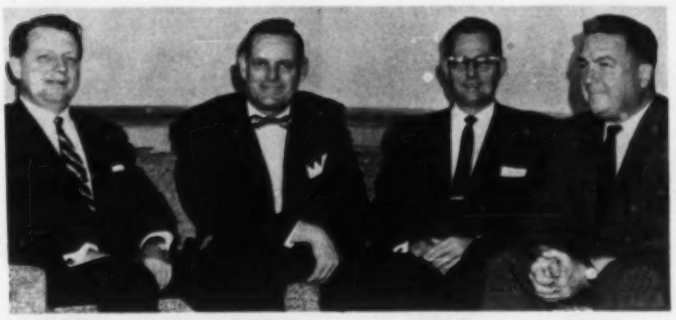
James E Day

CHICAGO's AMERICAN

PHOTOGRAPHIC REVIEW OF THE WEEK

MOST VALUABLE—*John E. Chilman (left), of Heggie Advertising Co., and president of the Toronto chapter of the Assn. of Industrial Advertisers, presents the Joseph G. Beare memorial award to Cedric Jennings as most valuable chapter member. Mr. Jennings is manager of advertising and sales promotion, Hugh C. MacLean Publications.*

HARLOW G. HARRIS *has been named vp of marketing, sales and advertising of Gluek Brewing Co., Minneapolis. He resigned as general sales manager of Pabst Brewing Co. in June, 1959.*



Carlson Newton Honold Walker

KNIGHTS WITHOUT ARMOR—*These inactive gents, believe it or not, are ordinarily very active golfers. They are the new officers of the Southern California Advertising Golfers' Assn.: Stan Carlson, Everywoman's Family Circle, secretary; Jim Newton, Hearst Advertising Service, president; Al Honold, Rexall Drug Co., vp; and Bob Walker, Robert W. Walker Co., treasurer.*

NEW OUTDOOR USER—*In a new campaign extending through August, Leroux & Co., Philadelphia, is promoting its line of cordials for the first time in the outdoor medium. It is using painted bulletins, with cut-outs, each rotating every 60 days in various high traffic locations in Philadelphia and Pittsburgh. J. M. Korn & Son is the agency.*

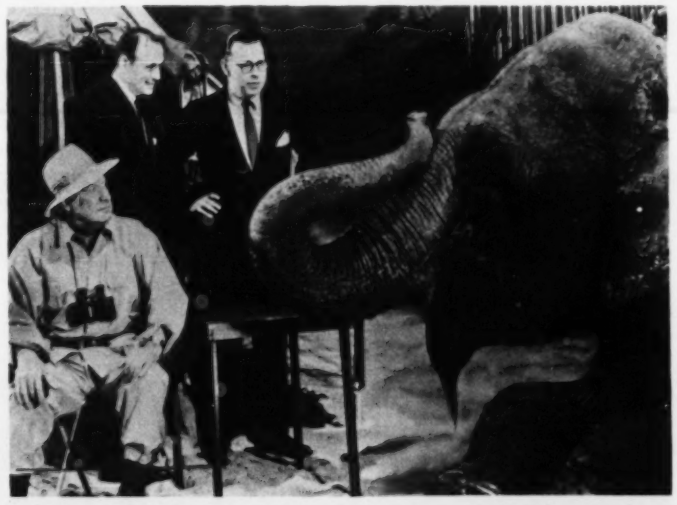
AWARD—*Leo Kennedy (right), representing Byer & Bowman, Columbus, O., accepts the agency's sixth United Appeals Award plaque from Carroll Weir, vp, Franklin County UA. Byer & Bowman has received a plaque every year since the award's inception in 1954.*

SURPLUS—*Myrna Ross—Miss Queen of Surplus-1960—shown here with Los Angeles adman Irv Edelstein, will reign at the Associated Surplus Dealers trade show in Los Angeles March 13-15. Pick and jet pilot helmet are examples of surplus merchandise to be featured at the show.*

JET—*Framed by the entrance to N. W. Ayer & Son's display of the United Air Lines DC-8 Jet Mainliner, its evolution and the advertising that announced it, is the 30-sheet outdoor poster. The display is currently in the agency's Philadelphia headquarters.*

Brown Reeves Grassick
Brewer Glebe Lowrey May

PRESIDENTS—*Seven past presidents of the Advertiser's Guild, Toronto, "first young men's ad club to be formed in Canada," plan for the club's 25th anniversary dinner Jan. 13. They are George W. Brewer, McCann-Erickson; Elmond M. Glebe, Industrial Advertising Agency; Fred Lowrey, Maclean-Hunter Co.; Claude May, Litho-Print Ltd.; Vic E. Brown, T. Eaton Co.; Walter H. Reeves, Thompson-Petersen Advertising, and W. P. (Pat) Grassick, Coca-Cola Ltd.*



Mobray Jornayvaz Anderson Babe

JUNGLE IN CHICAGO—*Going over lines for a series of tv spots for Goetz Country Club malt liquor with tv star Alan Mobray during a session in the jungle at Niles Studios, Chicago, are Robert Jornayvaz Jr., advertising manager, M. K. Goetz Brewing Co., and Norman Anderson, account supervisor, John W. Shaw Advertising. Babe, the elephant, is being briefed in her role. Other commercials in the series have featured Buster Keaton, Reginald Gardiner and Don Knotts.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

Arvin Industries Plans to Increase 1960 Ad Budget 35%

Arvin Industries, Columbus, Ind., manufacturer of automobile exhaust systems and heaters, portable electric heaters, primary electric heat systems and radios and phonographs, plans to more than double its advertising expenditures in general circulation magazines in 1960. Plus the shift in emphasis from trade journals to general circulation magazines, Arvin also plans to coordinate all its divisional programs and increase its ad budget by 35%. Four-color corporate image and specific product advertising is scheduled for *Life*, *Look*, *The Saturday Evening Post* and women's magazines.

'Journal-Bulletin' Opens Boston Operation

The *Journal-Bulletin*, Providence, R. I., has opened a Boston sales office at 479 Statler Office Bldg. Francis H. Stevens, formerly with Gilman, Nicoll & Ruthman, has been named manager.

Young Radiator Names Trecek

Young Radiator Co., Racine, Wis., has named Robert T. Trecek advertising assistant. Mr. Trecek was formerly in the purchasing department.

to see what
these eyes saw

turn to pages 26-27

TV Is 'Instrument of Monopoly': Cortney

(Continued from Page 3)

said. "But not only is tv extremely costly, but the best hours of tv, which enjoy the largest audience, are naturally preempted by those able to spend the greatest amount of money on advertising. The air channels which constitute a network are scarce, and therefore the number of good hours for advertising are very limited. The competitive situation and capabilities of the small advertisers were much more favorable before the era of tv."

Mr. Cortney said he has no solution to this situation, but that he hopes the government will face the problem.

■ "I regret to state that at times some of our government agencies show a zealousness completely in disproportion to the importance of the infringement of a particular law. Yet, to cite just one example, there is—and the government knows about it—a real monopoly of the use of nail polish in the beauty shops of America, and the authorities seem helpless to put an end to it. Why this should be the case is not very clear to me."

While Mr. Cortney did not name any company in this connection, trade sources believe he referred to Revlon Inc. Revlon began operations in 1932, when Charles Revson, president, called on beauty parlors around the U. S., selling them nail enamels. These he poured out of gallon jugs. Today, beauty shops serve as launching sites for many new Revlon products. Trade sources believe that Revlon's trade relations with beauty shops are about the best in the field.

■ Mr. Cortney's company made its first venture into network television last fall, with participations in four ABC daytime shows, through Batten, Barton, Durstine & Osborn. The shows were "American Bandstand," "Beat the Clock," "Gale Storm Show" and "Who Do You Trust?"

Earlier, Coty used spots. One of these, during station-break time on the "Tonight" show (WRCA-TV), in New York, brought a number of complaints, including one from the American Assn. of Advertising Agencies.

The spot featured a girl who looked as though she were wearing nothing except a thin negligee; this she took off, then stood behind a screen and sprayed herself with Coty's L'Aimant Mist, while an offstage female voice made an audio sell for the product.

■ The Four A's committee on the improvement of advertising content told Coty that one of its members questioned the propriety of this tv approach. It asked to see a copy of the commercial. At this time, however, Coty was already at work on a revised spot. This one was a behind-a-filmy-curtain version of the original. In both commercials the models wore a skin-tight leotard, with lighting and setting designed to make it appear they had nothing on, that they were fresh from the bath and were spraying with cologne before dressing.

■ In 1957, Mr. Cortney disclosed, his company spent $3,200,000 on advertising in the fiscal year ended June 30 and had sustained a net loss of $1,071,608. He cited the cost of advertising as one of the prime reasons for the red ink.

WDSU Appoints Schultis

WDSU Broadcasting Corp., New Orleans, has appointed Robert S. Schultis sales manager of WDSU-TV. Mr. Schultis, formerly assistant commercial manager of WDSU-TV, joined the corporation in 1953 as director of merchandising.

Bridges-Sharp Adds Account

Liberal Markets, which operates 22 supermarkets in Dayton, Cincinnati, Fairborn, Hamilton and Middletown, has appointed Bridges-Sharp & Associates, Dayton, to handle its advertising.

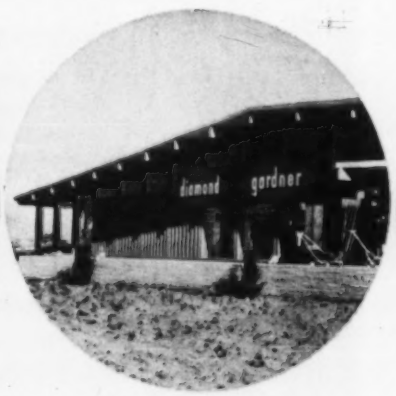
Kastor, Hilton Sets Profit Plan

Kastor, Hilton, Chesley, Clifford & Atherton, New York, has established a profit-sharing trust plan this year. All employes are entitled to participate after one year of service.

dsc

Dealer Sales Control:
New Dimension in
the Building Market

a **program** that created a new retail industry



FOURTH IN A SERIES: THE DSC STORY

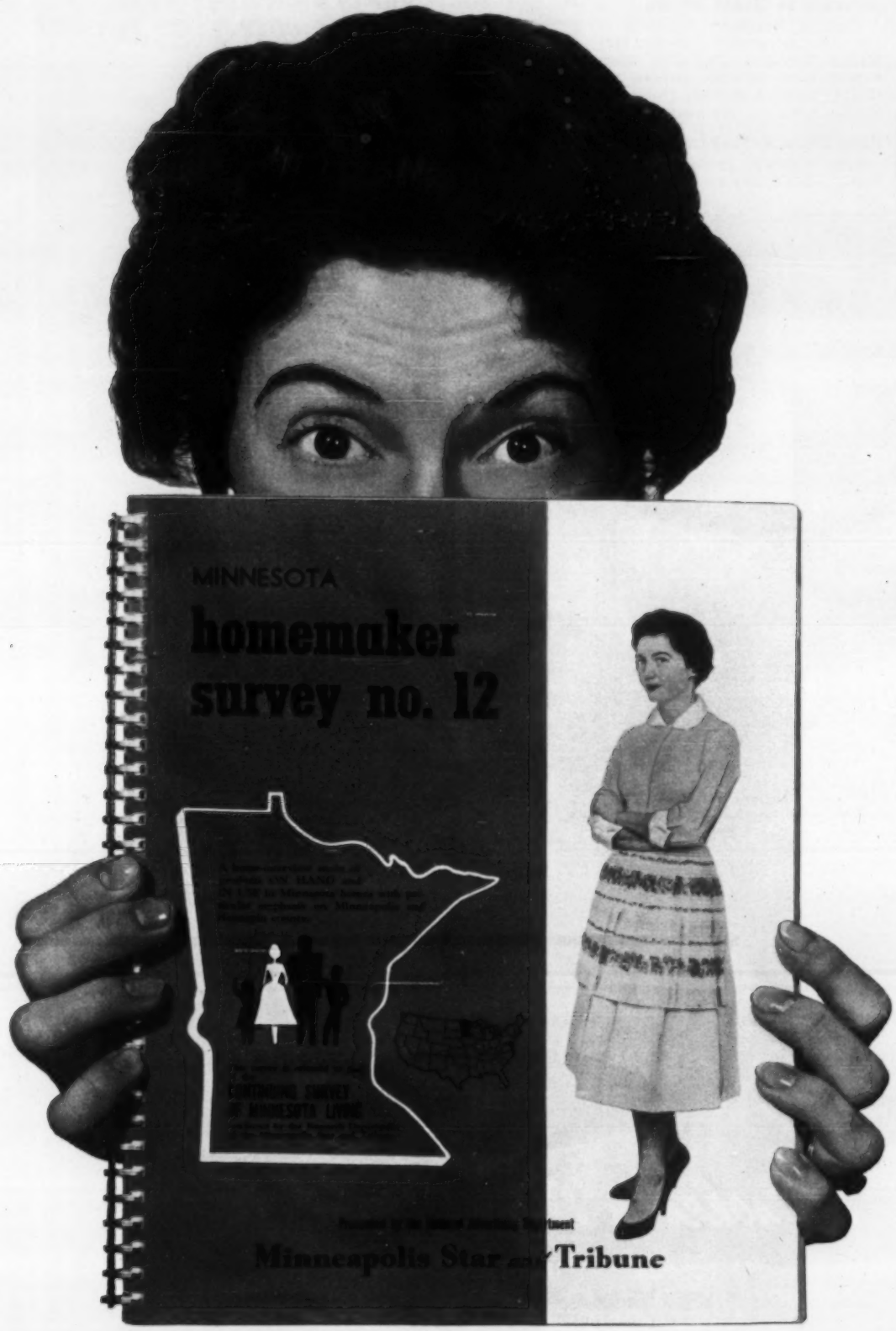
A program at work the past 14 years has created a new retail industry. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. The new retail industry it created is a good example of its success.

Thanks to DSC, dealers today operate "one-stop" shopping centers. With a single stop at one of these building centers, homeowners can buy anything from a new home, kitchen or room to a paint brush, power tool or toilet cover. The centers boast separate areas for self-service shopping, home improvement package displays, planning and design of new homes and improvements. Of our dealer audience, 88% today operate modern retail stores that make up the new retail industry. Details on DSC and the new market it created are available.

American Lumberman
and Building Products Merchandiser

59 E. Monroe St., Chicago 3

THE MAGAZINE SHAPING THE NEW BUILDING MARKET



Eye opener!

Minnesota Homemaker Survey #12 has all the NEW facts to help you sell Minnesota.

Indispensable data for any sales-promotion-advertising campaign in Minnesota. Projectable to *all* Minnesota's 961,000 households as to what's on hand or last bought, from personal, no-inducements-offered interviews with adult homemakers. Covers more than 90 products and appliances. Combination of metropolitan and statewide samples gives the complete picture both in the area's largest metropolitan center (Hennepin County-Minneapolis) and in all Minnesota. Also city-town-farm breakdowns.

The unique Homemaker Survey is a continuing project showing trends of in-home use of products going back over a number of years. The report is a treasury of the full information you need about the booming $5½ billion market that is Minnesota.

Write today for your copy of Minnesota Homemaker Survey #12. Address requests on your letterhead specifying your product interest, to W. A. Cordingley, National Advertising Manager, Room 150, Minneapolis Star and Tribune, 5th and Portland, Minneapolis 15, Minnesota.

Minneapolis Star EVENING *and* **Tribune** MORNING & SUNDAY

650,000 SUNDAY · 515,000 DAILY

Insurance Company to Belmont

American Mercury Insurance Co., Washington, D.C., has appointed M. Belmont Ver Standig Inc., Washington, as its agency.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

Sorenson to Gould, Brown

Roger E. Sorenson, formerly in the ad department of Osborne McMillan Elevator Co., has been named farm service director of Gould, Brown & Bickett (formerly Foulke Agency), Minneapolis.

Ruby Chow to Taskett-Hogle

Ruby Chow's Frozen Chinese Foods, Seattle, has appointed Taskett-Hogle, Seattle, to handle its advertising and pr in the Pacific Northwest.

SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT
(America's First Engraver)
REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

FOUR PRONGED DRIVE—*Sealy Inc., Chicago, is using four different ads in four publications early this year to promote its post-holiday sale. The spread here, in full color, appears in the Jan. 18 issue of Life. The Jan. 23 issue of The Saturday Evening Post will carry a single page featuring one item in the sale. Ladies' Home Journal's February issue will carry a color page devoted to headboard ensembles. The convertible sofa will be featured in a color page in the February Living for Young Homemakers. J. Walter Thompson Co. is the agency.*

Incentive Ads Off 5.8% in '59: 'Premium Practice'

Incentive ad volume in 1959 dropped 5.8% from volume the preceding year, according to a survey of premium and contest advertising in consumer magazines, radio and tv by *Premium Practice*. The publication said that incentive advertising was off 7.7% in space during the last half of the year. Of 24 publications checked, 73% showed a decline in premium and contest advertising, the publication added, with a 30% decline in the number of offers on radio and a 52% drop in television volume.

Four A's Adds Speckter

Martin K. Speckter Associates, New York, has been elected to membership in the American Assn. of Advertising Agencies.

Sacramento Station Sued on 'Failing to Pay' Broker's Fee

NEW YORK, Jan. 6—Philip L. Kelser and Barbara E. Kelser, individually and as partners in Philip L. Kelser & Associates, have filed suit in supreme court here against Sacramento Telecasters for a $225,000 tv station broker's commission. They claim the commission is due them for the sale of KBET-TV, now KXTV, Sacramento, to the Great Western Broadcasting Corp., a wholly owned subsidiary of J. H. Whitney & Co.

In the suit, filed this week, the plaintiffs alleged that they were "orally engaged" by Sacramento Telecasters in August, 1958, "to find someone who would make an acceptable offer therefor and orally agreed to pay plaintiffs an amount equal to 5% of the selling price if plaintiffs produced an acceptable person."

J. H. Whitney & Co. made a cash offer of $4,500,000 for the stations through the efforts of Kelser & Associates, according to the complaint. Whitney, the complaint said, used Great Western to consummate the deal, with the sale as contemplated by a formal agreement being consummated last April 9.

■ Sacramento Telecasters, in its answer, entered a general denial, but admitted that Kelser & Associates "communicated" with J. H. Whitney & Co. and gave Whitney information concerning the defendant. The answer said that in November, 1958, a written contract was signed for the sale of the station to Great Western for $4,540,000. And the defendant contended that the agreements cited by the plaintiffs were void because they were not in writing.

The transfer of this station to Great Western was approved by the FCC on Dec. 23, 1958. #

Stephan Joins Van Praag

Frank R. Stephan, formerly a producer at Benton & Bowles, has been named vp in charge of the Detroit office of Van Praag Productions, New York, tv film producer. Fred Frink, who was previously general manager of Van Praag's Detroit office, left to form his own industrial slide film business.

Media Records Adds Four

Media Records has added the *Statesman-Journal*, Salem, Ore.; *Record*, Middletown, N. Y.; *Daily News*, Bangor, Me., and the *Register-Guard*, Eugene, Ore., and will report on linage of the newspapers.

O. E. LUSK

DETROIT, Jan. 5—O. E. (Jack) Lusk, 58, a veteran in Detroit advertising circles and for the past four years manager of the Detroit office of *Argosy*, died Dec. 31 after a very brief illness. He had been in his office until two days prior to his death and had entered Beaumont Hospital the evening before. Death was due to a heart seizure.

Prior to his connection with *Argosy*, Mr. Lusk had been manager in the Midwest for *Elks Magazine* for 26 years. He started his advertising career with the George Harrison Phelps agency, and later was associated with Lars Jacobsen in charge of advertising for a foreign language newspaper group in Detroit. He had attended Dennison University and Rice Institute and had served in World War I as an infantry man. He was a member of the American Legion, Veterans of Foreign Wars, the Elks and the Adcraft Club of Detroit.

JOHN M. WALTER

GREEN BAY, WIS., Jan. 5—John M. Walter, 52, manager of WJPG here and secretary of Green Bay Newspaper Co., publisher of the *Press-Gazette*, died Dec. 21 following a stroke suffered in his home.

Mr. Walter joined the *Press-Gazette* editorial staff in 1925 while he was a Lawrence College undergraduate and became a general news reporter in 1930. He was sports editor from 1935 until 1941, and was named manager of the newspaper's radio station when it was established in 1946. He was serving his third term as president of the Wisconsin Network Inc.

ARTHUR J. CAYO

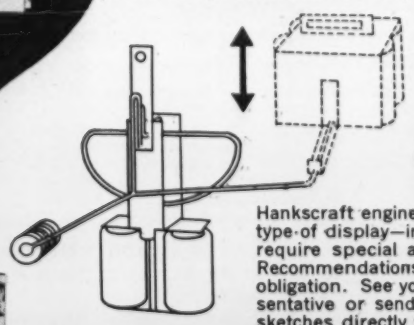
BURLINGTON, VT., Jan. 5—Arthur J. Cayo, 72, retired advertising manager of the *Free Press*, Burlington morning daily, died Dec. 29 of a heart attack. He had been ill for some time.

Mr. Cayo retired in October, 1953, after 51 years with the *Free Press*, during which time he served in the mailing room, composing room and learned the printer's trade.

Snell Named Retail Ad Head

William L. Snell Jr. has been appointed retail advertising manager of the *Houston Chronicle*. Formerly assistant manager of that department, Mr. Snell joined the *Chronicle* in 1959. Frank L. Tovey, formerly an assistant sales manager, will succeed Mr. Snell.

Hankscraft Display Motors
help Budweiser® set sales in Motion!

Sales in supermarkets of world-famous Budweiser beer have increased substantially wherever this clever "Pick a Pair" display has been used. Powered by a standard Hankscraft battery-operated oscillating motor, the lovely lady commands attention (and moves Bud fast!) by raising and lowering a facsimile six-pack. She works silently and economically for weeks without attention.
Display courtesy Anheuser-Busch Inc.
Produced by Simmons Sisler Co., Inc., St. Louis, Mo.

EXPERIENCED ENGINEERING SERVICE
Hankscraft engineers can animate any type of display—including those which require special action or AC power. Recommendations will be made without obligation. See your Hankscraft representative or send cutout dummy and sketches directly to:
HANKSCRAFT COMPANY, Display Motor Division
REEDSBURG, WISCONSIN
World's Largest Manufacturer of Battery-Operated Display Motors
Sales Offices in these principal cities: Chicago • Philadelphia • Minneapolis
New York • Dallas • Toronto (Ontario) • San Francisco (Erlach Lee Co.)

General Mdse. Sales
C-L-I-M-B-I-N-G
in New London
Push your sales up in New London . . . now 2nd among all Conn. cities of 25,000-or-over population for General Merchandise sales per average household: an inviting $989 yearly.*
Sell this prize market through The Day, the only local daily . . . covering 98% of this 66,547 ABC City Zone.
*SM '59 Survey
The Day
NEW LONDON, CONNECTICUT
National Representatives:
JOHNSON, KENT, GAVIN & SINDING, INC.

Another product bought–because Outdoor got the last word!

Outdoor strikes while the opportunity is hottest – when people are out where they can respond immediately to your selling message.

Here you give them an exact full-color image of your product just as it appears moments later when they stop to buy.

Outdoor advertising is the shortest distance between telling and selling.

And it sells everybody. This is because everybody goes where Outdoor shows–along the main traffic routes. Among younger urban women, for example, more than 95% remember Outdoor. With teen-agers it's 93%.

Here you reach more customers per dollar–and reach them more often–than in any other medium.

Let an OAI man show you how you may sharpen the impact of a marketing program with Outdoor posters, painted bulletins and spectaculars. At his disposal–and at yours–are all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated, national sales representative of the Outdoor advertising medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

OAI OUTDOOR ADVERTISING INCORPORATED

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St. N.Y. 19, N.Y. Plaza 7-5730

Window Displays Help Census

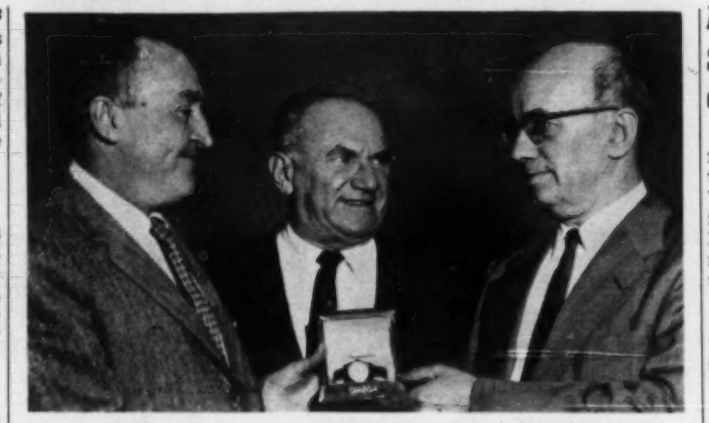
Store window displays and ads will help the nation count heads in April, when the 18th decennial census is taken by the U.S. Bureau of the Census. The National Retail Merchants Assn. is supporting the "Uncle Sam Counts" campaign.

Carr Liggett Gains Two

Amalie Division of L. Sonneborn Sons Inc., Franklin, Pa., and Greensbury division of I.T.E. Circuit Breaker Co., Greensburg, Pa., have named Carr Liggett Advertising, Cleveland, to handle their accounts.

Scarfo Named Art Director

Virgil R. Scarfo has been appointed art director of Bachman, Kelly & Trautman, Pittsburgh. He has been employed at art studios and advertising agencies in New York and Pittsburgh.



Scott Getlin Wenziger

WATCH THIS—*For selling his 1,000th retail contract, Edward J. Wenziger, ad salesman for the Philadelphia Daily News, receives a watch from James T. Scott, chairman of the newspaper's operating committee. Natt S. Getlin, ad director, looks on.*

Kintner Is Among Speakers at AFA Conference Feb. 5

NEW YORK, Jan. 5—Advertising's freedoms and its dynamic role in the 1960s will be discussed by Washington officials and advertising executives at the Advertising Federation of America's second annual mid-winter conference, scheduled for that city Feb. 5.

The conference will begin at 10 a.m. in the Statler-Hilton Hotel, with talks by three government officials, followed by question-and-answer periods. Earl Kintner, chairman of the Federal Trade Commission, will be one of the speakers.

Another high official is expected to address the luncheon, and the afternoon meeting will feature talks by two leading advertising executives and John J. Ryan, AFA general counsel. A congressional reception is also planned.

Arthur B. Langlie, president of McCall Corp. and former governor of Washington, is general chairman of the conference. #

'Chicago Tribune' Reports Record 1959 Ad Linage

Classified and display advertising linage carried in the *Chicago Tribune* totaled more than 56,000,000 lines in 1959, the greatest volume in the newspaper's 112-year history, W. C. Kurz, *Tribune* advertising manager, has announced. This volume was 12% and 6,000,000 lines greater than the *Tribune's* 1958 ad volume, and made the 1959 advertising investment in the *Tribune* more than $71,000,000, Mr. Kurz said.

The *Tribune* printed an alltime record of more than 2,395,000 lines of newspaper r.o.p. color advertising, a gain of 800,000 lines over 1958.

873 Radio Stations Subscribe to NAB Standards

The National Assn. of Broadcasters reports that 873 radio stations now subscribe to its radio standards of good practice. It said this represents a 42% increase following the membership drive in December. At present 56% of NAB's radio members are supporters of the standards.

Recent proposals by NAB's standards of good practices committee would add enforcement "teeth" to radio standards for the first time, and open membership in the standards programs to stations which are not NAB members.

'Miami News' Names Winter

The *Miami News* has appointed Hal Winter Co., Miami Beach, travel and resort representative for the Caribbean area, Lower Antilles, Nassau, Cuba, Mexico and Central America.

You Miss 1,300,000 Potential Buyers Without ROUNSAVILLE RADIO

You have to aim right or you miss the buying power of more than 1,300,000 Negroes who live in the Rounsaville Radio coverage area . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. It's a fact: Over 95% of all Negroes listen to radio! Negroes have faith in and buy the products they hear about on their radio—NEGRO RADIO. Rounsaville Radio is patterned to Negro tastes . . . Any budget you make for these six important markets . . . any media you use . . . a proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

West Coast Dailies to Huddle over How to Vie with Regional Editions of Magazines

SAN FRANCISCO, Jan. 8—Concerned over the threatened loss of potential advertising revenue to the rash of regional editions of national magazines, ad department representatives of West Coast independently owned newspapers will hold a "bull session" at the January meeting of the Newspaper Advertising Executives Assn., scheduled for Chicago Jan. 17-20, in an effort to come up with some solution to the problem, ADVERTISING AGE learned this week.

The independently owned dailies in San Francisco, Los Angeles and Seattle for many years have sold their comics sections and letterpress in common and just last year organized the Far West Group to sell rotogravure as a "package."

They have not, however, sold r.o.p. color in any such package, nor have they taken any formalized action to compete for advertising dollars with the regional editions of magazines.

■ The newspapers indicated to AA that during the Chicago meeting "we may or may not come up with some kind of plan, but we certainly will discuss the whole problem at considerable length." #

Renault and Peugeot Hit With Anti-Trust Action

Renault Inc. and Peugeot Inc., French automobile makers, have been charged with violating anti-trust laws by fixing prices of their cars, allocating exclusive sales territories to dealers and prohibiting dealers and distributors from handling any other makes. The suit, filed by the Department of Justice in New York federal court, is similar to one already filed against Volkswagen. The Peugeot cars are distributed here by Renault.

Commenting on the action, Robert Valode, vp and general manager of Renault, denied any illegal practices, pointed out that Renault has only 2% of the U.S. automobile market and added: "Renault and other imported cars, far from creating monopolistic conditions, have stirred up some of the liveliest competition in automotive history."

Peters Named Ad Manager

Clyde P. Peters has been named director of sales and advertising of the Stackpole Military Service division of Stackpole Co., Harrisburg, Pa., book publisher. Mr. Peters has been associated indirectly with the company for the past five years, according to E. J. Stackpole, president.

Cook Cheques to Woodley

Thomas Cook Ltd., New York, has shifted its travelers cheques, expected to bill between $65,000 and $75,000 in 1960, from Cunningham & Walsh, New York, to Albert Woodley Co., New York. Cook's Travelers services will remain at C&W.

Political Rivals Call Influence of Ad Field Exaggerated

WASHINGTON, Jan. 5—Top publicity experts for the two national political parties did their best last week to play down the impression that advertising agency techniques can be applied successfully to politics.

• Republican campaign director Robert Humphreys told a panel at the meeting of the American Speech Assn. that the influence of agencies on political contests has been "overrated." They have no part in making policy, he said, and merely serve by buying the best time and advising on production.

• Democratic publicity chief Sam Brightman said it would be suicide for a party to rely on surveys, polls and researchers to decide the content of a political program. He predicted the next Democratic convention will be a better tv show than previous ones. The Democrats, he reported, have learned to "make shorter speeches, wear pastel shirts, put on their company manners, with the result that there was only one fire started in the hall."

Mr. Humphreys volunteered that spontaneous political broadcasts are better than canned ones. "Most candidates stink as actors," he complained. "Many of the five-minute filmed appearances were lousy." #

GALE PUSH—*Gale Products, Galesburg, Ill., will run this color spread in January and February in 11 outdoor and boating magazines to kick off its largest consumer ad program. Erwin Wasey, Ruthrauff & Ryan, Chicago, is the agency.*

New York is a woman with money in the bank and the urge to spend it. New York is 5 million families mothered by women like that, all needing, wanting, buying. New York is The New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

THEY LOVE US IN MEMPHIS!

by
Bert Ferguson
Exec. Vice-President,
WDIA

It's *still true*, "Nothing Succeeds Like Success!" You just can't argue with a proven formula—or a sure winner!

That's why, when it comes to selling the Memphis Negro Market, NOTHING SUCCEEDS LIKE WDIA!

Let the facts speak for themselves: 40% of the Memphis Market is Negro! And, as we've proved for scores of advertisers—you can sell the Memphis Negro buyer only with WDIA!

That's why, no matter what your budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're actually missing 40% of America's 10th largest wholesale market!

IN A CLASS BY ITSELF

When it comes to selling the Memphis Negro buyer, WDIA is a powerful advertising force! Here are several big reasons why:

America's only 50,000 watt Negro Radio Station—only 50,000 watt station in the area—WDIA-Memphis was the first radio station in the country to program exclusively to Negroes. WDIA now reaches one-and-a-quarter-million Negroes—the largest market of its kind in the entire country!

And, think of it! WDIA—and WDIA alone—can put this big market right in the palm of your hand! Negro newspaper and magazine readership is low. Television ownership is limited. When it comes to radio, the Memphis Negro listens first and foremost to WDIA!

In fact, through a unique combination of personal appeal and high-powered salesmanship, WDIA's all-Negro entertainment staff virtually monopolizes the Memphis Negro's loyal listenership!

What's more, by a continuing program of active public service and civic leadership, WDIA has become a vital part of its listeners' daily lives. These outstanding public service activities have earned WDIA the title—"50,000 Watts of Goodwill."

It all adds up to this: MORE THAN JUST A RADIO STATION—WDIA IS A POWERFUL ADVERTISING FORCE IN THE MEMPHIS MARKET!

Sales Responsive Audience!

Yes, "Goodwill" pays off—in a big way! WDIA's sales responsive audience spends an average of 80% of its income on consumer goods! That income has totaled up to an overwhelming $616,294,100 per year. And, before the Memphis Negro buys, he listens—to WDIA!

To cite just a few examples of their terrific purchasing power: Last year Negroes in the Memphis market bought 45.1% of the hand lotion and cream sold in Memphis . . . 44.4% of the mayonnaise . . . 40% of the margarine . . . 38.7% of the peanut butter . . . and 57.5% of the laxatives.

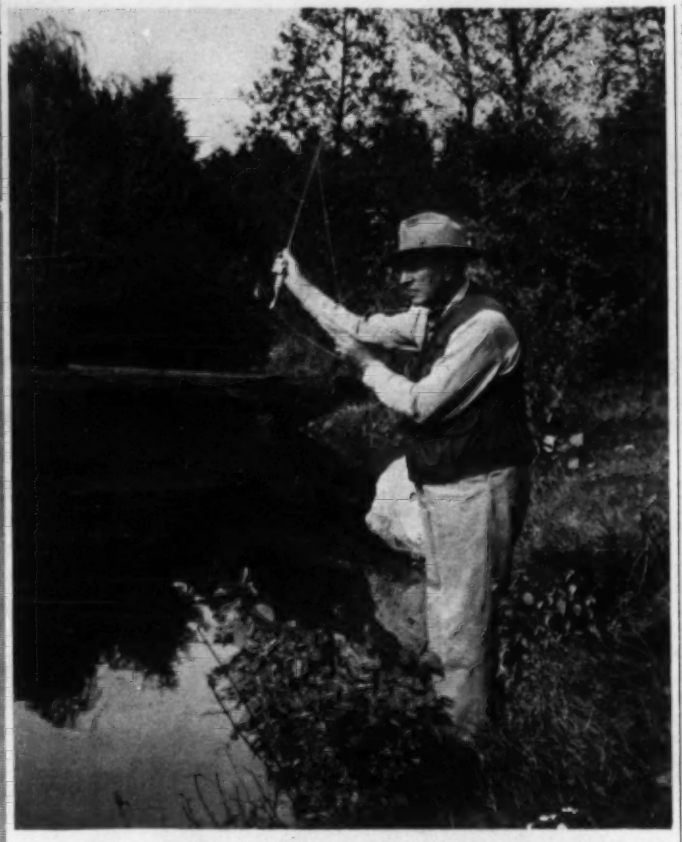
Only WDIA can induce this concentrated, high volume Negro market to buy more goods, in specific brands. Proof? WDIA consistently carries more national advertisers than any other radio station in Memphis! To name just a few: RALSTON CEREALS . . . CAMEL CIGARETTES . . . FOLGER'S COFFEE . . . NATIONAL BISCUIT COMPANY . . . PROCTER & GAMBLE . . . GODCHAUX SUGAR . . . ESSO . . . CHEVROLET.

Why don't you drop us a line today. Let us prove to you: There's clear selling ahead in the Memphis Negro Market—when you're on WDIA!

Top Rated by All Audience Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President
ARCHIE S. GRINALDS, JR.
Sales Manager



SUMMERTIME *is the time for fishing in inland waters.*

Versatile Adman . . . A. E. Aveyard

An agency president is often hard-pressed for a chance to break away from his business routine for a few days of vacation. So A. E. Aveyard, president of Chicago's MacFarland, Aveyard & Co., can be excused if he exhibits a tendency to crowd his many avocations into his annual leave.

Mr. Aveyard finds excitement in travel, and has visited Europe, South America and Canada, in addition to his U.S. travels. But he is also an outdoorsman, addicted to hunting and fishing.

"So I usually pack a rod and reel—and sometimes a gun—when I travel," he said. He usually restricts his hunting to game birds and his fishing to the smaller variety (but a mounted sailfish in his office attests to his ability during his few deep sea fishing ventures).

In addition to travel, hunting and fishing, the agency president is also an amateur cameraman—a hobby which, of course, fits in well with his touring.

And finally, Mr. Aveyard is a competent amateur chef ("I'd rather eat my own cooking than almost anything else."). His travels usually include stops at some of the more notable eating establishments, and he is ever adding to his recipe collections from the favorite dishes of other lands.

What with trying to keep up with his hunting, fishing, photography and cooking, it would seem that Mr. Aveyard has time for little else when traveling. But such is not the case.

"I try to get off the beaten path when I travel," he explained. "I like to visit the small towns as well as the big ones—talk to the people informally."

He tries during these times to observe the social, cultural, political and economic environment in which the people live. He has plans some day to set down on paper the things he has learned.

Although traveling is limited to vacation times, hunting and fishing are hobbies which Mr. Aveyard is able to enjoy more often. Whenever he can carve a weekend from his work schedule, you are likely to find him at one of the nearby lakes or, in season, in the fields.

If he's not there you might try looking around one of the sports car clubs—that's another of his hobbies.

■ For all his hobbies, Mr. Aveyard gets the most fun out of his vocation. He is by profession and instinct a copywriter, having acquired his major training during his ten years under Albert Lasker at Lord & Thomas.

At the Lord & Thomas shop he rose to exec vp and general manager. He moved to Batten, Barton, Durstine & Osborn and spent three years as vp in charge of the Chicago office. He joined Hays MacFarland as a partner in 1941.

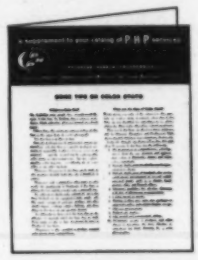
■ Mr. Aveyard's principal responsibilities as president of MacFarland, Aveyard consist of heading up the creative departments. His work as a copywriter through the years earned him inclusion in a compilation of "100 top copywriters" published by *Printers' Ink* in 1954. #

"Sometimes I pack a gun."

MEANTIME, *back at the agency, the camera catches Mr. Aveyard going over campaign plans with agency colleagues.*

French TV Station on Air

The Canadian Broadcasting Corp.'s third French-language tv station, CBAFT in Moncton, N.B., is now broadcasting. The opening of CBAFT provides the corporation with a French-language tv outlet in three provinces—CBFT in Montreal, Que.; CBOFT in Ottawa, Ont., and CBAFT in Moncton. The new station will derive the bulk of its programming from Kinerecordings, films, and local productions until the extension of the microwave system for the French network from Rimouski to Moncton is completed early in 1961.



TIPS ON COLOR STATS

Progressive Color Stats are highly faithful facsimiles of any color copy (transparency, photographic print, oil, water color, etc.) in any quantity and any size up to 16" x 20". Produced with speed and economy. Used for displays, sales portfolios, layouts, etc. Tips On Color Stats gives you full information. Free upon request. Write.

PROGRESSIVE Composition Co.
9th and Sansom Sts., Phila. 7 WAlnut 2-2711

The **PROGRESS • HANSON • PROGRESSIVE** *Group*
One of America's Most Complete Graphic Arts Organizations
Philadelphia • New York • Newark • Lancaster Wilmington • Baltimore • Washington • Richmond

Follansbee Sets Trade Drive

Follansbee Steel Corp., Follansbee, W. Va., will use 46 pages in seven trade publications in its 1960 advertising schedule. The campaign will be keyed to the theme, "form, color, function." The company will use nine pages in *American Artisan*, three in *Architectural Forum*, seven in *Architectural Record*, six in *Building Products*, six in *House & Home*, six in *Progressive Architecture*, and nine in *Snips*. Albert P. Hill Co., Pittsburgh, is the agency.

Baltimore Paint to Levyne

Baltimore Paint & Chemical Corp. has reappointed S. A. Levyne Co., Baltimore, to handle advertising for all divisions. VanSant, Dugdale & Co. handled the account for two of the company's divisions, Baltimore Paint & Color Works Corp., manufacturer of Gleem and Wall-Fix paints, and Murphy paints, since September (AA, July 13). Prior to VanSant, Levyne was the agency in charge.

Xcelite and Hohl to Warner

Xcelite Co., Orchard Park, N.Y., manufacturer of radio, tv, electronic, and industrial hand tools, and Hohl Machine & Conveyor Co., Buffalo, have named Harold Warner Co., Buffalo, to handle their accounts. Former agency of record for Xcelite was Howard W. Nareau Co., Buffalo.

Glenn Opens Florida Office

Glenn Advertising, Dallas, has opened its eighth office, in Fort Lauderdale, Fla. R. M. (Bob) Richards, formerly assistant advertising manager of Lone Star Brewing Co. before joining Glenn in San Antonio, will head the agency's Florida operations.

Kessler Named Promotion Head

Joseph M. Kessler, formerly editor of the non-foods section of *Supermarket News*, New York, has been named advertising promotion manager of the paper. He replaces David Auch, who has joined the sales staff.

Bernheim Joins Klemtner

Stanley Bernheim, a clinical bacteriologist who previously was a detail man for Pitman-Moore, has joined Paul Klemtner & Co., Newark, as an account executive.

Cash Sees Business Up 10% for TV in '60

NEW YORK, Jan. 5—Norman E. Cash, president of the Television Bureau of Advertising, has predicted that 1960 will be a bumper year for tv, with business up about 10.5% over the record 1959 figure of $1.5 billion. Mr. Cash's forecast on the year's financial outlook was made in a year-end statement to the press.

The TvB head looks for the greatest percentage gains in local billings, with spot and network next in that order. His time and talent predictions for '60 by types of tv buying: Network—$846,000,000, up 8%; spot—$520,000,000, up 12%; and local—$322,000,000, up 15%.

"These estimates," Mr. Cash said, "are based on normal production in our economy. A serious disruption in any portion, such as a resumption of the steel strike, could change the picture." #

UBP Starts 'Coin-op'

United Business Publications, New York, has started publication of a new trade magazine titled *Coin-op*. The magazine will reach the coin-operated, quick-service laundry market and will be published bi-monthly starting in February. The first issue will be distributed to over 12,000 coin-operated laundry owners. Six-time rate for a page ad is $600.

Plane talk
...for Air France

Fancy talk
...for Foremost

Light talk
...for Chevron

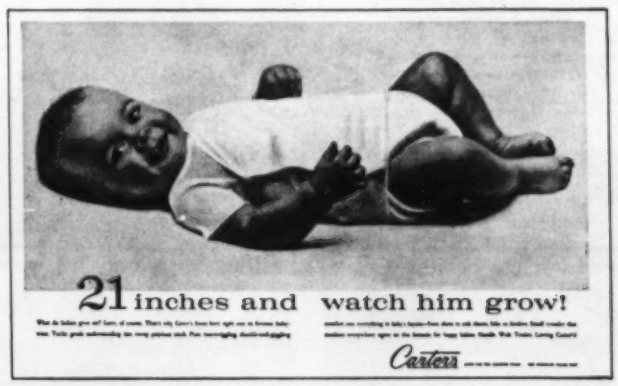
Bright talk
...for General Electric

Heart-to-heart talk
...for The United Fund

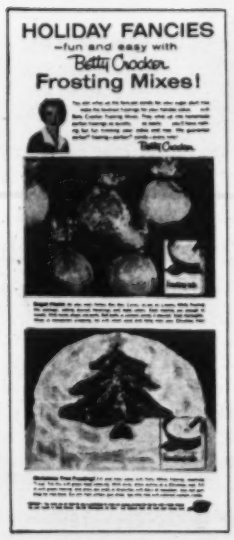
Sales talk spoken here

Man talk
...for Bristol-Myers

Woman talk...for Du Pont



Baby talk...for Carter's



Sweet talk
...for Betty Crocker

Straight talk
...for Lucky Strike

Nobody's kid brother, this one stands on its own four tires and challenges every car made here or abroad to match it — pound for pound, dollar for dollar! Chrysler Corporation has the last word...
Valiant

Strong talk...for Valiant

Happy talk
...for Campbell's Soup

We talk your language at BBDO

BATTEN, BARTON, DURSTINE & OSBORN, INC.

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DALLAS DETROIT HOLLYWOOD LOS ANGELES
MINNEAPOLIS MONTREAL NEW YORK PITTSBURGH SAN FRANCISCO SEATTLE SYRACUSE TORONTO

Atlanta Dailies Name Eubanks

Frank Eubanks has been named assistant business manager of Atlanta Newspapers Inc. Mr. Eubanks will be succeeded in his former post of personnel director by L. Kenneth Peet, formerly Mr. Eubanks' assistant.

Badillo Adds Pueblo

Pueblo Supermarkets, Puerto Rican grocery chain, has appointed Publicidad Badillo, San Juan, to handle its advertising.

WTRF-TV STORY BOARD

SMALL TOWN: Where you pinch a gal and everybody squeals.

— Wheeling —

"My wife," he told the psychiatrist, "has developed an inferiority complex. How can I keep her that way?"

— Wheeling —

Ultimate in women's clothes . . . feel the coolest but look the hottest.

— Wheeling —

Rich territory? TWO MILLION PEOPLE with an annual spendable income of over 2½ BILLION DOLLARS live in the 36-county area dominated by WTRF-TV from Wheeling.

— Wheeling —

The only business that makes money without advertising is the United States Mint.

— Wheeling —

Advertisers know that WTRF-TV has a buying audience, $1,725,286,000 in retail sales are rung up annually in the Wheeling Market. Are you getting your share?

— Wheeling —

SHORT DIALOGUE: Him: "I passed your house yesterday."
Her: "Thank you!"

— Wheeling —

Happiness won't buy money either!
—Wheeling: MAJOR Television Market—
Merchandising? RCA Videotape equipped? Yes . . . just ask the George P. Hollingbery folks for specifics.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

American Snuff's Spot TV Budget for 3rd Quarter Is Nothing to Sneeze at

Marketer Joins Top 100 Users; Also Has Hot Shot Insecticide

MEMPHIS, Jan. 6—Many a consumer thinks that snuff went out with powdered wigs and the minuet.

Truth is, however, that the product is still sold in astonishingly large amounts. Largest users are farmers and workers in industrial plants where smoking is not allowed because of danger of fire or contamination.

One of the big three among the snuff manufacturers, American Snuff Co., poured so many of its advertising dollars into spot television that it joined the exclusive ranks of the top 100 spot tv advertisers during the third quarter of 1959. American Snuff spent $285,900 in the medium during the three-month period, to rank 96th—its first appearance among the top 100, according to the Televison Bureau of Advertising.

In the entire year of 1958 it spent $411,320 in spot tv. Approximately $120,000 of this was budgeted for the snuff brands; the rest of the money was used to advertise chewing tobaccos and the company's insecticide. The company's leading snuff brand is Garrett, which shares the spot tv dollars with Dental, Peach and Honest Scotch.

■ American Snuff began advertising on radio in 1938. Its first use of tv was in 1949, when it sponsored local country-style programs. Spot tv was put on the schedule in 1953 and has been getting an increasingly larger outlay ever since.

The current spot tv schedule is running on 75 to 100 stations in the Southeast and Southwest, where the brands enjoy their widest distribution. Animated film spots and live announcements designed to appeal to people in industrial plants and outdoor occupations are used.

The television commercials do not show the product in use and make no comparisons with competitive products, according to H. N. Gwynn, partner in Simon & Gwynn, Memphis, which handles all of this company's advertising. He told ADVERTISING AGE that the announcements make no direct appeal for new users of the product; rather, they are designed to appeal to viewers who are already snuff users—women as well as men.

■ One of the company's radio commercials for its sweet Peach brand, however, seems intended to create converts from other tobacco products. It begins:

"Folks, here's the way to get tobacco enjoyment you've never experienced before. Discover the real satisfaction of using snuff. Taste the wonderful, long-lasting sweet tobacco flavor in sweet Peach snuff."

This come-on has been running in New York, Philadelphia and other major markets on radio stations catering to the Negro market.

In both the tv and radio schedules, spots for snuff brands alternate with spots for Bull of the Woods chewing tobacco.

■ According to estimates made by the Tobacco Merchants Assn., American Snuff has 32% of the total U. S. snuff market, while U.S. Tobacco has 45% and George W. Helme Co. 23%.

American Snuff is said to be the largest producer of Scotch snuff, which is a dry, fine snuff, popular in the Southeast and Southwest. Scotch represents about 70% of the total market. U.S. Tobacco holds first place in the production of moist snuff, a coarser variety preferred in industrial and lumbering centers. U.S. Tobacco uses primarily outdoor and radio to advertise its snuffs, while George W. Helme Co., heaviest producer of "sweet" Scotch snuff, relies on radio and tv.

American Snuff uses outdoor and point of sale promotion to supplement its broadcast advertising. It publishes an annual snuff almanac which offers fishing calendars, weather information and other data.

The big non-tobacco product at American Snuff is Hot Shot insecticide. This was the biggest single item on the tv budget in 1958, with gross time expenditures of more than $200,000. Radio, car cards, business papers and outdoor also are used to promote Hot Shot. #

COMMENDED
BY THE CONSUMER SERVICE BUREAU OF
PARENTS' MAGAZINE
AS ADVERTISED THEREIN
TESTED for families with children and awarded this seal
COMMENDED PARENTS' MAGAZINE
Replacement or money back GUARANTEED if not as advertised in PARENTS' MAGAZINE
The claims made in this advertisement have been VERIFIED and awarded this seal
COMMENDED PARENTS' MAGAZINE

The use of any of the above in your TV commercials or in your other advertising will very definitely INCREASE CONFIDENCE IN YOUR PRODUCT

Inquire now. PARENTS' MAGAZINE, 52 Vanderbilt Ave., N. Y., 6 N. Michigan Ave., Chicago, Ill. • Atlanta • Boston • Los Angeles • San Francisco

Marquette Probes Ad Education

Marquette University's Robert A. Johnston college of business administration, Milwaukee, has published "A Survey of Milwaukee's Advertising Men & Women to Determine Their Background & Opinions on Modern Education for Advertising." Copies are $2 each.

Breeze Names William & Co.

Breeze Corps., military and industrial products division, Union, N.J., has named Ward William & Co., Union, to handle its advertising and marketing communications programs. Adams & Keyes, New York, will continue to handle the Breeze Aero-Seal division.

Rode Joins 'Farmer'

Ray Rode, formerly executive secretary of the Northwest Daily Press Assn., has joined the ad staff of *The Farmer*, St. Paul.

FASHIONS IN THE FACTORY—*Chrysler Corp.'s six-page section in the Jan. 15 Vogue features Imperial cars and a special Imperial fashion collection designed by Jules Francois Crahay, of Nina Ricci, in France. The clothes will be merchandised on a tie-in basis through Saks Fifth Avenue, New York; Garfinckel's, Washington; Neiman-Marcus, Dallas, and 14 other stores throughout the country. Young & Rubicam is the Chrysler-Imperial agency.*

Enloe Adds Two Accounts; Names Oakley VP

Cortez F. Enloe Inc., New York, has been named to handle advertising for Clay-Adams Inc., New York manufacturer of laboratory equipment and surgical instruments. Enloe also has been named to handle advertising for the Lanesta line of products of George A. Breon & Co., an ethical drug division of Sterling Drug. Enloe said this line accounts for a "major portion" of Breon advertising. Thompson-Koch Co. is the previous agency. This is Enloe's third portion of Sterling Drug business. It already handles American Ferment Co. and part of Winthrop Laboratories.

Enloe also has named William H. Oakley Jr., formerly art director, vp in charge of creative affairs, a new post.

McConnell Eastman Appoints 3

McConnell Eastman & Co., Montreal, has appointed Catherine Draper to head the media and market research department. J. C. Bain, formerly with the Canadian Broadcasting Corp., has been named account executive on the Canadian National Railway account in Canada. Arthur Eaton has been appointed copy director of the company.

Forward Group Names Agency

The Forward Group of tv and radio stations has named Tobias, O'Neil & Gallay, Chicago, to handle advertising. The Branham Co. recently was appointed national sales representative for the stations, which include KGLO-TV, and KGLO, Mason City, Ia.; WMTV, Madison, Wis.; KHQA-TV, Hannibal, Mo.-Quincy, Ill., and WTAD, Quincy.

Snow & Depew Formed

Snow & Depew, Hicksville, N.Y., a new agency, has been started by the executives and personnel of C. M. Johnson & Associates, which has been discontinued. The agency is headed by George R. Depew and Richard W. Snow, formerly vps of Johnson. It will continue to service the same accounts. Offices are at 501 Broadway, Hicksville, L.I.

Mithoff Incorporates

Warren T. Mithoff, founder, has been named chairman of Mithoff Advertising, El Paso, and Richard W. Mithoff, his son, president, in an incorporation of the agency. Other officers are James M. Cook, vp; M. H. Zabriskie Jr., vp, and Sidney T. Strain Jr., secretary-treasurer.

'Legion' Appoints Dawson

American Legion Magazine has appointed Dawson Co. its advertising sales representative in Florida and the Caribbean. Dawson has named Maurice W. Gable, formerly head of his own advertising and public relations company in Miami, to its sales staff.

Miller Joins MacLaren

James C. Miller, who resigned three months ago as director of advertising of Ford of Canada, has joined MacLaren Advertising Co. Ltd., Toronto, as account executive —planning. Mr. Miller will be a member of the agency's General Motors group.

Hubert Moves, Increases Staff

Thos. J. Hubert Advertising has moved to larger quarters at 3771 E. Pulaski Av., Cudahy, Wis. Ralph Homrig will head the new consumer department for the agency, until now primarily an industrial agency.

Network TV Gross Time Billings

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	October		%	January-October		%
	1958	1959	Change	1958	1959	Change
ABC	$ 9,960,524	$12,537,020	+25.9	$ 82,212,708	$ 99,103,176	+20.5
CBS	21,901,036	23,610,441	+ 7.8	203,092,867	218,961,251	+ 7.8
NBC	20,664,587	22,883,291	+10.7	175,337,212	192,071,765	+ 9.5
Total	$52,526,147	$59,030,752	+12.4	$460,642,787	$510,136,192	+10.7

MONTH BY MONTH—1959

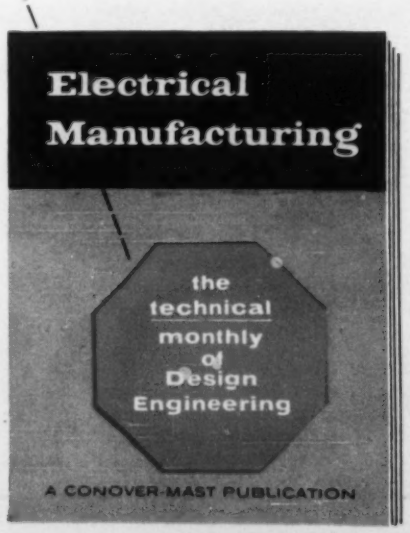
	ABC	CBS	NBC	TOTAL
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,077,285	19,739,816	52,126,364
May	9,946,570	22,298,271	19,674,494	51,919,335
June	8,930,114	21,171,128	17,984,845	48,086,087
July	8,391,470	21,269,782	17,883,111	47,544,363
August	8,205,520	21,137,261	17,298,527	46,641,308
September*	8,546,650	21,196,220	18,525,685	48,268,555
October	12,537,020	23,610,441	22,883,291	59,030,752

*Figures Revised as of Dec. 24, 1959

Winning readership among design engineers

through **A NEW DIMENSION IN TECHNICAL JOURNALISM**

Most "good" technical magazines have always done a fine job in reporting and keeping readers abreast of new product developments. To this function ELECTRICAL MANUFACTURING adds a new and vital dimension. Each issue features a comprehensive, multi-page insert on Basic Science and Engineering. Each scientific principle goes to the heart of a current design problem; is backed up by a continuing flow of practical how-to articles. This wedding of scientific principles to engineering practice provides readers with a systematic updating of their technical knowledge. And from a hard-fisted sales viewpoint... what better prospects than these engineers who haven't stopped learning!



When you need real power

Next time you plan a special promotion, remember this: Parade tells your story to 10 million families in areas covered by 65 leading newspapers throughout the nation—the Sunday before your promotion starts. That's more in just one day than any issue of any other magazine can do in a full month.

Parade

The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Feature Section

Advertising Age

The Peeled Eye Rolls Around

Weiss Cites Some Shoppers' Complaints

CM Finds Disappointment

Packed Headlines Illustrated

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

The Peeled Eye Department . . .

There's No Business Like No Business

By Dick Neff

Ad-ecdote Department

Winner of our staggering $25 ad-ecdote prize will be announced shortly. Meanwhile, here's one from Richard P. Monley of MacManus, John & Adams, Bloomfield Hills, Mich.:

Dick Neff

"The new business chief of a big agency runs into an old buddy of his, who is a public relations man with a competing agency.

"'Did you hear about Charley Smith, over at Batten, Sullivan, MacManus & Wasey?' asks PR. 'He passed away this morning.'

"'What did he have?' asks NB.

"'They think it was a heart attack,' replies PR.

"'No, no,' says NB, 'what *accounts* did he have?'"

■ And here's another from John L. Southard, account executive at Benton & Bowles, in New York.

"An advertiser was winding up some self-requested agency presentations for his account with the presentation from the agency now holding the account (and which had had the account for many years). This happened just last month, December, 1959.

"Following a review of the advertiser's business, the market picture in general, and detailed suggestions for new marketing procedures of a revolutionary nature, the advertiser leaned back in his chair and with narrowed, all-knowing eyes, said, 'This is pretty good stuff, boys, but where the devil have you been hiding it? At this stage of the game, aren't you just a little too late?'

"The agency principal making the presentation stood up to answer the question and did so, simply by reading the *actual* date on the presentation:

"'*Marketing Recommendation, X Co., September 14, 1948.*'

"P.S. They held the account."

Like Your Whisky on the Rocks?

"Thought you might enjoy the enclosed Corby's ad," writes John Riggall of the Citizens and Southern National Bank, Atlanta. "The dangling superlative 'smoothest' seems somehow to be supported by a scene showing a trapper careening down rapids in the Manitoba River.

"I nominate this ad for the N.S. or *non sequitur* award of the month (a shrunken head packaged in a goldfish bowl with a bottle of Toni home permanent)."

Goofing Department

Thomas Ruriani, assistant art director at Parkson Advertising, New York, sent us the somewhat off-register Mead Papers advertisement you see here with this comment: "Seems to me Mead papers should have gotten to know *their* printers (and maybe called in the shop foreman)."

New Product Out—Snavs Snav

Orville K. Snav of Mason City, Ia., maker of the new, improved and completely inscrutable Buna B #7, was proud to announce—and we are proud *not* to have announced—last month the following new-type product suitable, no doubt, for between-agers and between-Christmas shoppers:

BunaB #3 BETWEEN-SHAVE LOTION. The new liquid BunaB, formulated for the fastidious. May be applied at any time during the 23¾ hours between application of "Before . . ." and "After-Shave" Group. ONLY AVAILABLE IN THE GIANT ECONOMY SIZE. $117 per bbl.

The new, improved BunaB #7, as all cognoscenti know, is a gift item which bids fair to replace shoe buttonhooks in all fashionable circles.

Prowling Through the Want Ads

"Please note the (enclosed) classified ad," writes James Ritchey of Box 6303, Dallas. It says:

"'Hell! I'm Janava Darlene, 6 lb. Arrived Nov. 13. Methodist to the Joe J. Taylors, Irving.'

"P.S. Naturally the ad should have read 'Hello! — '" #

Salesense in Advertising . . .

Don't You Agree, Dr. Starch?

By James D. Woolf
Creative Consultant

With reference to an advertisement which I consider to be particularly idiotic, an AA reader defends it on the ground that it had a very high Starch "noted" rating.

James D. Woolf

I have been making use of Starch ratings for a good many years, and I am personally acquainted with Daniel Starch, a fine gentleman. After years of prayerful study I have come to the firm conclusion that high "noted" ratings do not necessarily mean high levels of salesmanship and effective image-building.

It is quite within the bounds of possibility that a page ad illustrated with a large picture of an endearing baby elephant will get a higher "noted" rating than a page illustrated with a large full-color photograph of, say, a mouth-watering wedge of Kraft Cracker Barrel cheese.

But which page has the greater motivation? Which will make the most mouths water? Which, in short, will sell the most cheese?

■ Attracting attention—catching the reader's eye—having one's ad seen—is the easiest task in advertising.

What's not so easy is capturing the right kind of attention of the right kind of people. Here is a vital truth about advertising that is often ignored: On any given day, at any given hour, in any given medium, only a small percentage of readers (or viewers or listeners) has any interest in the kind of product being advertised. This small selective group, in my opinion, is the target to aim at. They are likely prospects for cheese—not for baby elephants.

Then there is the matter of dignity, decorum, and good taste. Some advertisers in their desperate bids for attention (and this is especially true of tv commercials) exercise little or no restraint: anything, no matter how silly and idiotic it may be, is permissible if it will capture the eye and the ear of the reader, listener, or viewer.

It goes without saying that the first thing an ad must do is to attract attention. But the Starch "noted" ratings must be evaluated with care and understanding. As I have already stated, the mere attracting of attention is one of the easiest tricks in advertising.

■ Today, more than ever, advertising urgently needs dignity and good taste and decorum. Says *Business Week*, issue of Nov. 28: "Perhaps not since the public revulsion against the flamboyant claims of patent medicines that helped bring about the Pure Food and Drug Act in 1906 has the advertising business been under such stern scrutiny as it is today, both from within and without." I feel sure Daniel Starch will agree with this. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Looking at Radio and Television . . .

How to Finance Better TV?

By the Eye and Ear Man

The dilemma of the telecaster who sets out to cater to selective audiences in prime time is exemplified in the experiment currently being conducted by WNTA-TV in New York.

There is no question about the quality of the programs in the "Play of the Week" series. The first 13 plays, which are taped and run daily for a week, have been classic, controversial, provocative, intellectual, and produced and performed by top drawer personalities. There has been one flaw—an absence of sufficient sponsorship to pay for the extremely low cost.

It is possible to project this experiment on a national basis. The tapes of this fine series are available at a nominal cost. Any courageous advertiser could buy them for network or station-by-station use. Why, then, doesn't someone do just that?

The reason is clearly obvious. Because not only will those shows not get a rating, since their appeal is to a minority group (the average and below average educated tv homes constitute at least 85% of available homes), but they would create one helluva controversy in homes that did see the play—a situation which would reflect unfavorably on the advertiser sponsoring them. Furthermore, the daring critics, safe behind print in the limited circulation of their scandal-loving newspapers, would be the first to carp about the inadequacies of the dramas—if such should creep in.

■ Can anyone imagine the stockholder reaction to a blue chip industrial company or the consumer reaction to a soap, drug or food company publicly sponsoring plays dealing with incest, anti-Semitism, the joys of adultery, sadism, defection of

a Catholic priest, miscegenation, etc.? Yet these are but a few of the intellectually stimulating subjects which have been dramatized on the series.

And what would happen to the network that ran these shows? In exchange for its courage the network would get low ratings for the two hours necessary to do these shows. The network would give its competition a walkaway entry in the magic top ten, and eliminate the salability of the preceding and following half hours and reduce its weekly average ratings sharply.

■ It is all well and good for the critics, sometimes abetted by advertisers and well intentioned groups, to harangue against insincere television programs, but too often they fail to take into consideration the ABCs of the problem.

If we lived under a Socialist or Communist system, it would be quite simple. Brands of merchandise would be labeled according to laboratory ratings—no names. There would be no need for advertising, and television—relieved of the

necessity of making a profit—would be run by government officials. The mass public wouldn't be programmed for, nor would they buy television sets or watch something beyond their capacity to understand. The lack of competition would produce sterility as it does in countries with single channel government service and with no advertising dollars to support the programs. The hours of programming would drop sharply.

It is dangerous to fiddle around with our present system of economics. It has developed the best television system in the world. Even with mass programming predominant, the public is getting a taste of the cultural and educational fare. Because they bought sets for mass entertainment, the masses are slowly being culturally seduced by better programs.

■ The building and operation of television stations represents a large investment of capital. There is no guarantee of profit. There are, in fact, failures, high operating costs and tough competition to plague tv operators. Networks are low profit operations, too. And so far the economic philosophy predominant in the U. S. entitles a man investing his savings in a business to a reasonable return on his investment.

Everyone is for better balanced programming. But no one is going to be the sacrificial goat. Management is charged with a responsibility to make a profit at the station, network, advertiser levels. To do this the messages transmitted must be received by a least common denominator audience. There is no wishful short cut to this principle.

Despite a temporary willingness of some talent and craft unions to cooperate by working for lower prices in order to promote better shows, every business man knows it will cost more money to reach a smaller audience, and the loyalty factor, which according to some naive ones would compensate for the loss of a mass audience, is out of an opium dream unsupported by realistic facts.

■ Some progress can be made by setting aside a percentage of prime time—such as 10%—for selective programming, provided it is required for maintaining a license on all stations equally. The problem is how to determine what constitutes better programs, since definitions vary sharply.

If such problems can be resolved there is still 90% progress to be made. There is only one sure way: Tax receiving sets and have an entire national network dedicated to education and information. In this way capitalism and the need for progress in mass education can co-exist. #

The Creative Man's Corner . . .

Wilted Roses

Long before the cliché makers thought of calling it "brand image," advertising of rare excellence built an enviable one for Four Roses.

The quality and good taste of the copy and art made a whisky of relatively modest worth into a brand that people adopted as a minor status symbol. The four roses frozen in the cake of ice. . . "Once again it's time to mix a bowl of Merry Christmas" . . . you remember.

Lately, there has been a persistent and accelerating decline in the calibre of Four Roses advertising which attains a new low with the current offering.

Here is art with all the elegance of Diamond Lil delicately crooking her little finger as she drinks tea with the gentry. That patterned cloth is gold (or, perhaps, gold plate?) and that thing that looks like a coconut just to the right of the whisky bottle has jewels all over it with some sort of gold doodads nailed to its bottom. This is quality just as the upstairs maid used to dream of it back in the days when there were upstairs maids.

The copy is fully worthy of the classy art and the gift carton with the red damask motif.

The headline is "America's most gifted whisky," a play on words which ought to be thrown for a loss. The first two paragraphs are standard whisky writing full of tired, polished words assembled in the most conventional manner.

"Once again it's time to give the finest—and that can only mean Four Roses.

"Every Christmas, Four Roses is most wanted . . . most gifted. No other full-strength whisky is so smooth, so taste-appealing."

If it were anyone but Four Roses we suppose we would say, "Just another whisky ad," and turn the page. Come to think of it, we can't think of a better thing to do. It's sad to see the wilt upon the roses. #

On the Merchandising Front . . .

Is a Shopper Rebellion Shaping Up?

By E. B. Weiss

The title I put on this column is more than a bit on the exaggerated side. I doubt very much that anything so tangible and so vast in scope as a great shopper rebellion is *really* shaping up.

E. B. Weiss

Way back in the dim recesses of their minds, a limited number of shoppers here and there are asking, in effect: "Why in hell are we doing it?"

For example, some food super shoppers are just beginning to say to themselves:

"When I shop in the food super this is what I am now compelled to do:

"1. Take the car out of the garage; maybe bundle the children in it.

"2. Drive to the food super—sometimes in bad weather and sometimes through heavy traffic.

"3. Park the car in a huge parking lot—and the parking can be a neat trick. I also risk damage to the car both while parking and while I'm inside shopping.

"4. Then I must walk from the car to the store.

"5. Next I must grab a go-cart and start trundling it around the store (maybe with a child in the go-cart and another hanging on to my one free hand).

■ "6. I parade up and down aisles dodging other carts while looking for what I want. It's not always easy to locate what I want. I bump into other carts; they bump into me. In front of some sections I can't get near enough to make a purchase because of crowds; I've got to come back minutes later when the shelf area may not be so crowded. I retrace and retrace my steps.

"7. I finally wind up at the check-out. The line is pretty long—it will be from 5 minutes to 15 minutes before my turn comes.

"8. I must help unload my purchases from the cart onto the checkout apron. This is a tough trick, especially reaching down to the lower level of the cart while the cart is alongside the check-out, and particularly when something heavy has to be picked up from the lower level.

■ "9. Then I wait while my purchases are tabulated and, if I'm lucky, a boy or the checker does the bagging. I wait while my purchases are put into bags that are guaranteed to tear. If I'm not lucky, I help with the bagging.

"10. Then I trundle the cart out of the store, with the kids tagging along. Eventually, I reach my car—and this may be quite a hike with a loaded cart and kids.

"12. I lift up the lid of the trunk, haul out those heavy bags, dump them into the trunk (and, of course, a few bags are bound to break and strew the contents over the floor of the trunk, which is seldom immaculately clean). Sometimes I have a job crowding all of my purchases into the trunk; after all, a few other things are there. So I may have to shove a few packages into the car.

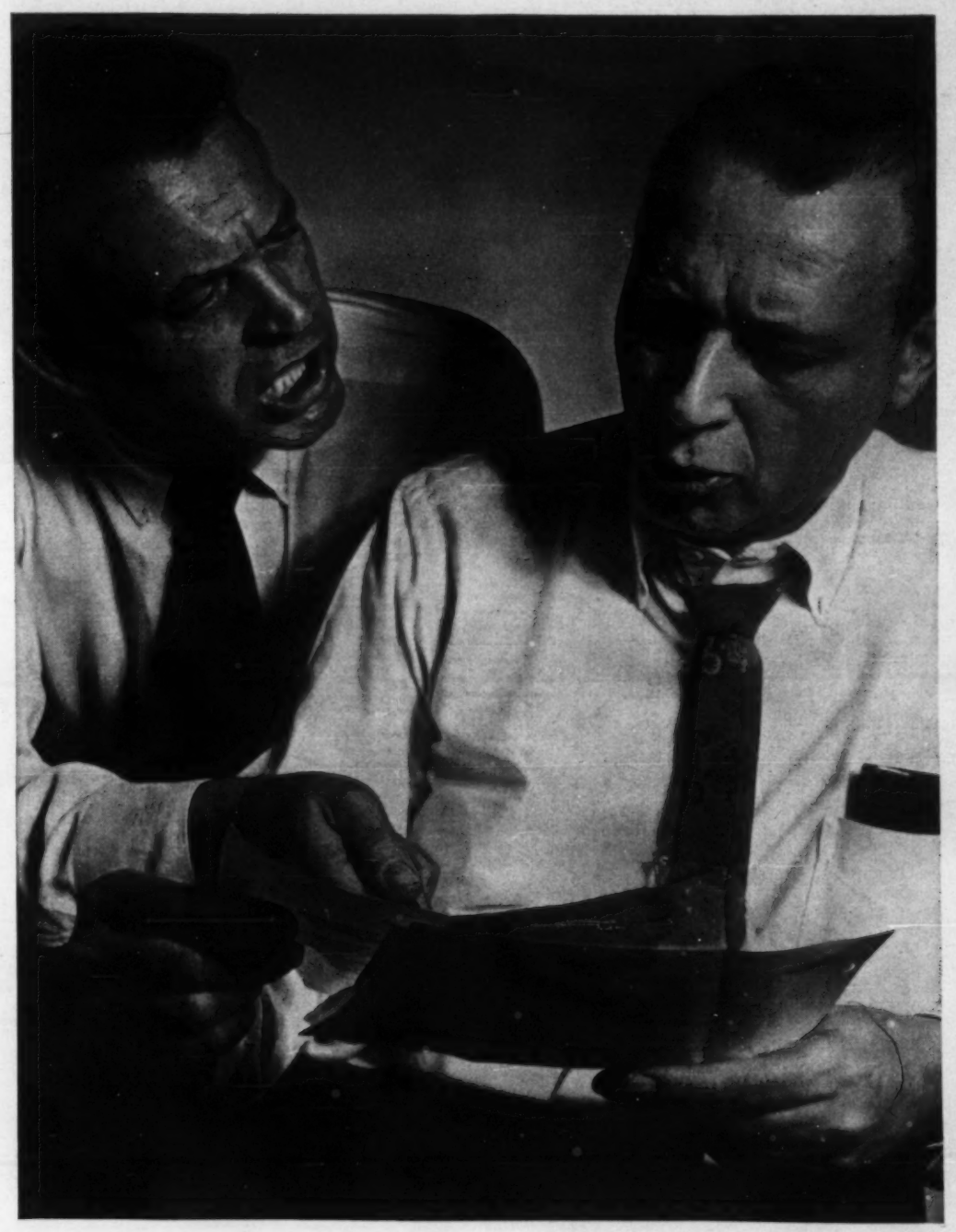
■ "13. Then I wangle the car out of the parking lot—not always easy. And now I'm homeward bound—probably through heavy traffic.

"14. When I get the car in the garage at home, I've got to drag those bags out of the car (including the contents of the broken bags) and tote the stuff upstairs to the kitchen. I may have to march up and down that flight of stairs a half dozen times to get all of my purchases up to the kitchen and, since these damn big cars crowd my garage, I bump into garden tools, etc., and sometimes tear a nylon as well as my guts.

"15. All this I do—and more—*and for what?* For *what?*"

■ This is not an exaggerated picture of so much modern-day shopping. Insofar as the modern food super is concerned, it takes *more time and physical effort* to shop for food than it did before the food super appeared on the scene. And since the food super now has a margin requirement of over 20% on food, it is hardly offering food on a basis so much lower

When we fight, our clients win



Good fellows who are always in harmonious agreement make a marvelous barbershop quartet. But sometimes they're a little on the dull side.

This is of considerable comfort to us because we are not always harmonious.

The blunt fact is that we are still naive enough to get so excited about advertising that we fight over it. And when we fight, our clients win.

This is because advertising that gets people excited is usually made by people who get excited about making the advertising.

We try to make advertising exciting for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company • Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company • The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. Swift & Company • Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

than was traditional many years ago to justify the shopper's extra time and effort.

What is true of the food super is also true of the variety chain and drug chain. Have either of these outlets lowered their markups since they went into self-service? Is the shopper *really* benefiting from the time and energy she is being called upon to expend—especially if car costs are included?

I conclude, therefore, that, in time, more and more shoppers will be asking themselves: "Why am I doing this—especially 'for cash?' For what?"

Maybe some day many shoppers will conclude: "I'll shop from my home—by telephone." Or—by catalog. Or—from in-home sellers.

And, as a matter of fact, this, in a very small way, is precisely what is happening. Total volume by telephone, by mail, and in-the-home is clearly on an upswing.

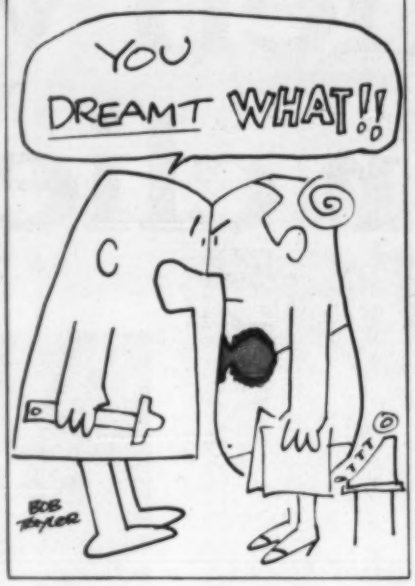
And, as the shopper mounts this rebellion, I believe new forms of retailing will emerge that will cater to the shopper who concludes that too much present-day shopping "is spinach—and to hell with it."

■ These new forms of retailing will include low-cost warehouses—no retail store at all. The shopper will phone in her order, the order will be delivered, and she will be given credit. And the markup will be no more than most mass retailers presently take. It may be less.

Does this mean that the modern type of mass retailer will die on the vine? Not at all. The department stores are still with us! No one form of retailing ever takes over all retailing.

■ But a shopper rebellion is shaping up —and, when the shopper rebels, a smart merchandiser will develop a retail form calculated to placate and satisfy the aroused shopper. #

ART & COPY



fonts come with notched Ts, As, and Ws, but a great many tricky situations just can not be easily remedied.

■ The lettering artist, however, has no metal spacing barriers to overcome; he can position his letters wherever he wants. And a currently modish by-product of this freedom is the "sardine-pack" headline.

Part of the reason for the "sardine-pack" headline's popularity is, we suspect, our preoccupation with extended typefaces, but design motives are equally strong.

Until recently, the "sardine-pack" has been utilized primarily with "hipster" or "beat" lettering, such as that on the title page of the Bantam book, "The Doomsters." (Note, in the illustration, tucking of the S and E under the limbs of the T.)

■ But now I see that the "sardine-pack" is becoming not only respectable but is even keeping company with such "squares" as Cheltenham. (Note the advertisement for "Beloved Infidel," in which the O is permitted to cuddle up on the lap of the L.)

And the gimmick is being employed for reasons other than the elimination of awkward spacing. The '59 Christmas advertising campaign of Carson Pirie Scott, Chicago department store, places the two Rs in "Merry" and the IS in "Christmas" in piggy-back position. The treatment is far more striking in four-color, with the letters in question appearing in different color forms, but it is highly provocative even in one-color form.

I suspect that there will be many purists who will abhor this pert technique. But before raising your swords, men, can you honestly say that the treatment is any more blasphemous than the old conventional treatment which permitted a mile of space between L and V in OURSELVES? #

Looking at the Retail Ads . . .

The 'We Sell a Mystery' Ad

THE BAY TREE
"A WAY OF LIFE"
. . . created for the Discriminating adult family!
Located on a beautiful three acre estate just two and a half blocks from the Los Gatos downtown shopping center, THE BAY TREE provides the restful luxury of true suburban living. Landscaping, architecture and interior decor have been expressly styled to meet the high standards of the discriminating family. For added summer comfort, a swimming pool is at your disposal, while added pleasure will be found in viewing the sparkling journey of a tiny brook as it wends its way through the site. You'll find nothing like it in the entire Bay Area!
LIVING-DINING ROOM
Richly appointed walls of mahogany paneling, twenty-two foot of glassed area with Arcadia sliding doors leading to patio or sun deck, and a sweeping view of the natural beauty of the Los Gatos Mountains will make this room a favorite.
BEDROOMS
The master bedroom, magnificent in size, and equipped with a full dressing room and high tiled bath, and the second bedroom with its separate bath, dressing room and twin wardrobes, provide an extraordinarily spacious and luxurious suite.
KITCHENS
Deluxe Westinghouse electric kitchens offer every modern convenience. A built-in oven, cooking top with stove canopy fan of stainless steel, electric dishwasher and disposal have been combined to lighten culinary tasks. Beautifully styled hardwood cabinets provide ample room for utensils, while 24 lineal feet of counter space guarantees plenty of working area.
LAUNDROMAT and dryer facilities are also included, plus additional storage rooms for belongings. To insure your comfort all units are equipped with individual thermostatically controlled perimeter heat. And, for complete security, SCHLAGE quality locks have been installed throughout.
RENTS for these deluxe living quarters start at $200 a month. For your convenience a representative will be at THE BAY TREE location, 347 Massol Avenue, Los Gatos, each Saturday and Sunday from 1 p.m. to 5 p.m. For additional information you are invited to call Mr. White or Mr. Barber at DA 1-4545, or visit our main office at 870 Charleston Road, Palo Alto.

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

I clipped the above ad some time ago, and now and again it has come to the surface of a little pile of puzzles near my desk. This is an ad titled, as you can see, "The Bay Tree—A WAY OF LIFE—created for the discriminating adult family!" I am not so dumb as to believe this is for a family of moths or birds. I believe the ad must be intended to appeal to human beings.

But just what the nature of the quarters are, remains a mystery. One clue line in the bottom paragraph, if you ever get that far, says this is not one of the innumerable tract home outfits in the San Jose area: "Rents for these deluxe living quarters start at $200 a month." But whether these "living quarters" constitute in each case a house, an apartment, half of a duplex, a tent, a garden apartment, or something else, will remain, I am afraid, forever unknown to me, for the advertising creator wished it kept a secret.

Vaguely too, the writer must have felt it desirable to keep a secret the fact that here was desirable living space FOR RENT. Yet in this area, good places to live for rent are extremely scarce.

■ Just think how many more people who are prospects for a place to rent might have been snagged as readers by a headline that reached out and told them frankly and simply what was being offered in terms of some benefits and advantages to their kind of prospects.

Since the best ads in a highly competitive field select their rightful prospects out of the general audience of the newspaper, this ad is obviously intended to reach people who have been looking for a Bay Tree as a way of life. #

Tips for the Production Man . . .

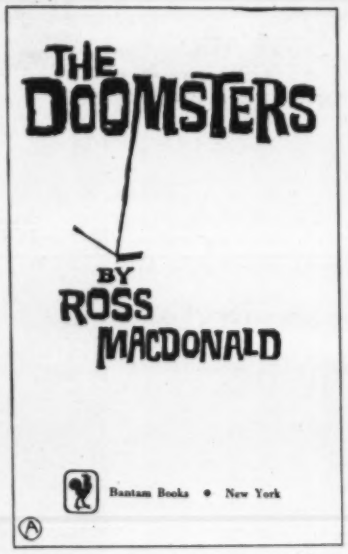
Headlines Packed Like Sardines

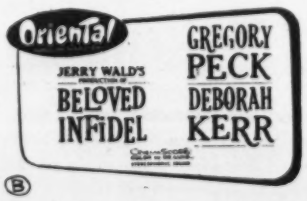
By Kenneth B. Butler

Anyone who works with display type for any length of time soon becomes aware that, in every alphabet, there are certain letter combinations which space awkwardly.

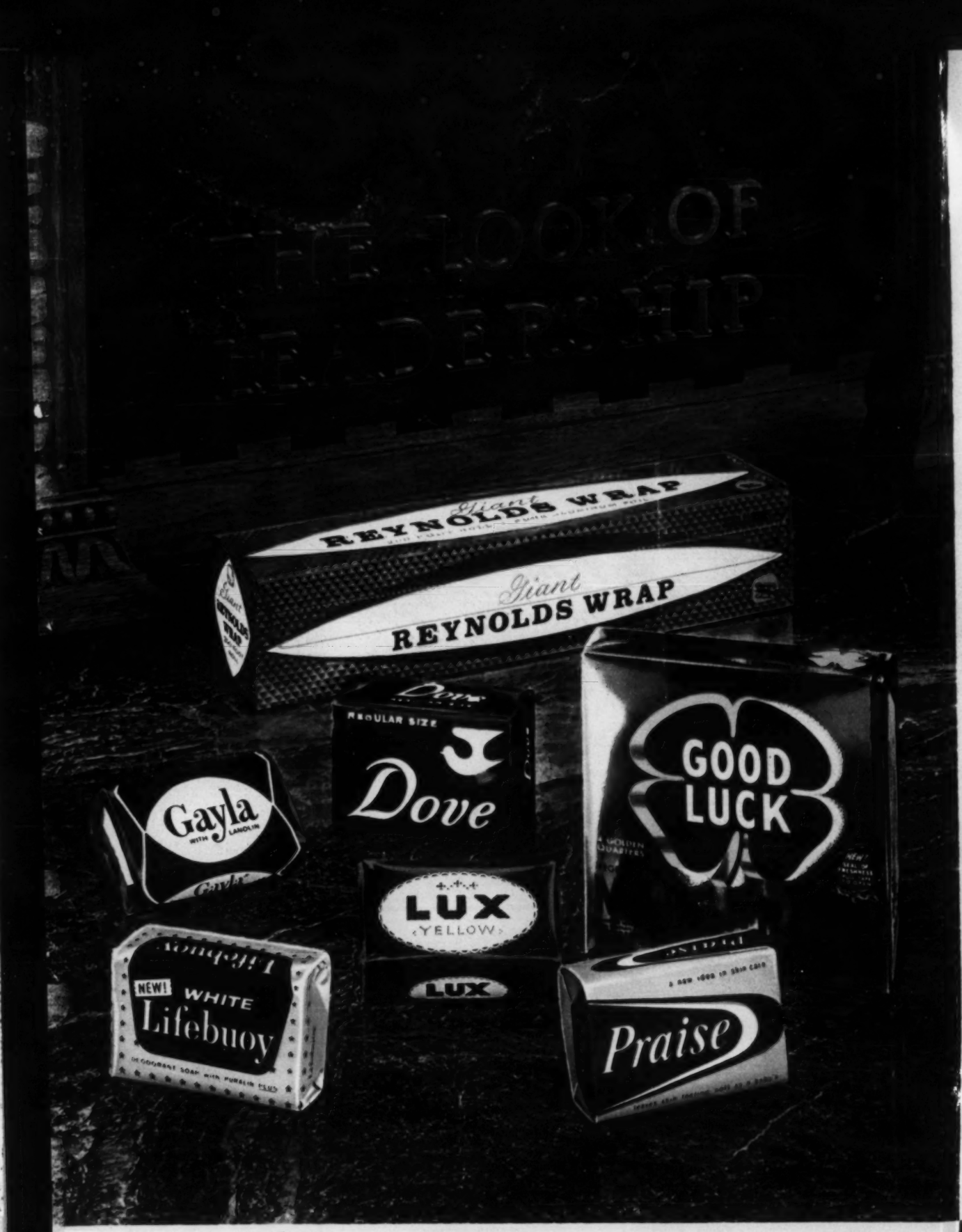
For example: LV, AT, AY, RA, T-and-almost-any-letter, P-and-almost-any-lower-case-letter, AW, LY.

And as long as you are forced to print directly from metal type, there is very little you can do about it. Some





SARDINE-PACKED DISPLAY—(a) *title page from the Bantam book, "The Doomsters"; (b) advertisement for "Beloved Infidel"; (c) jacket for the book, "Guide to Teen-Age Beauty & Glamour"; (d) display line from an advertisement for Carson Pirie Scott; (e) from an advertisement for "Pillow Talk," and (f) illustration from the cover of the August, '59 issue of Consumer Packaging.*



For packages as for people, the Look of Leadership commands attention and respect. It enhances the quality image of your product. It adds to the purchase that extra pride which is so big a part of brand allegiance. Pictured here on Reynolds Aluminum Foil are examples from the brilliant and ever-expanding array of Reynolds Wrap Aluminum Packaging. Give your product this same head-start!

QUALITY PROTECTED WITH Reynolds Wrap ALUMINUM PACKAGING

SEAL HELPS SELL!

Proclaim the fact that your product has the quality protection of Aluminum Foil... it pays! Tell the story on your package, too... with the Reynolds Wrap Aluminum Packaging Seal. Used on more and more products, known to more and more shoppers... surveys prove it helps sell!

Look to the Leader in Foil Packaging

REYNOLDS ALUMINUM

PACKAGING LEADERSHIP

First among the materials of Reynolds packaging leadership is aluminum foil itself—unique in its protective properties and display value. Reynolds has the longest experience in the engineering and design of foil packaging, in the development of foil laminations...and in printing on foil. Reynolds gravure printing in up to 8 colors is the most advanced and largest operation of its kind. This leadership packaging is available in any form you may require: overwraps, liners, pouches, envelopes, containers, folding cartons, labels. For full information call any Reynolds sales office. Or write **Reynolds Metals Company,** Richmond 18, Virginia.

See these Reynolds shows on ABC-TV network: "BOURBON STREET BEAT" and James Michener's "ADVENTURES IN PARADISE" Monday nights; "ALL-STAR GOLF" Saturdays.

REYNOLDS ALUMINUM

Information for Advertisers

An illustrated four-page folder describing its full-color merchandising tags has been published by **American Tag Co.** Attached inside the cover are a variety of full-color sample tags. The folder also describes the techniques and standardization procedures used. Copies of the booklet are available from American Tag Co., Dept. P, 151 Cortlandt St., Belleville, N.J.

• A market study on water coolers, including information on how price, manufacturer's reputation, and styling influence the purchasing decision, has been published by **Nation's Business.** Copies of the report are available from Herman C. Strum, director of advertising, *Nation's Business,* 711 Third Ave., New York 17.

• Results of an audience study made for Intermountain Network has been published by the network. Results of the study are shown through reprints of ads used in newspapers. Additional information is available from Avery-Knodel Inc., 720 Fifth Ave., New York 19.

• A market report showing the extent to which airlines actively participate in determining the brands of many of the components that go into the planes they buy has been published by **Airlift.** Copies of "The Shift in Buying Emphasis" are available from Gerald O'Mara, advertising sales manager, *Airlift,* 20 E. 46th St., New York.

• "Advancing Market Efficiency," containing 85 speeches from the 40th National Conference of the **American Marketing Assn.** has been published by the association. Priced at $4, for members and $6 for non-members, the book is available from the American Marketing Assn., 27 E. Monroe St., Chicago 3.

• A readership survey has been published by the **American Museum of Natural History** for *Natural History* and *Nature Magazine.* Included in the survey are facts on income, professional post, education, home owners and travel. Copies of the survey are available from Anne Keating, American Museum of Natural History, Central Park West at 79th St., New York 24.

• A 40-page booklet discussing sales problems in the fluid power field and their solutions, has been published by **Applied Hydraulics & Pneumatics.** Included in the booklet is an outline of sales methods, promotional techniques and tools, paper work, compensation, and split commissions. It is available from *Applied Hydraulics & Pneumatics,* 812 Huron Rd., Cleveland 15.

• Brand preferences in Minnesota are mirrored in "Homemaker Survey No. 12," a continuing survey conducted by the advertising department of the **Minneapolis Star & Tribune.** Additional information is available from William A. Cordingley, national advertising manager, *Minneapolis Star & Tribune.*

• Packaging of candies is discussed in a report published by the **Manufacturing Confectioner.** Included in the report are charts showing the types of candies using the various flexible packaging materials, which containers are used for which candies, various equipment used in candy packaging and the normal patterns of distribution for confectionery. The report is available from *Manufacturing Confectioner,* 418 N. Austin Blvd., Oak Park, Ill.

• Results of the first advertiser-oriented radio survey of the Tulsa and Pittsburgh markets have been published by **Pulse Inc.** Selection of area was based upon advertiser considerations rather than station signal patterns. Additional information is available from Pulse Inc., 730 Fifth Ave., New York 19.

• "Type and Its Relation to Paper," which discusses type selection, type arrangement and proper printing surfaces and lists three requirements for good printing, has been published by **Kimberly-Clark Corp.** The booklet is available from Kimberly-Clark Corp., Neenah, Wis.

• The 1960 "Forecast Survey of Department and Junior Department Stores" has been published by **Merchants Trade Journal.** Included in the survey are statistics on planned expansion in various departments, and nationwide business prospects for 1960. Additional information is available from the research department, *Merchants Trade Journal,* 1912 Grand Ave., Des Moines.

• "Buying Intentions of Farm Families in Minnesota" has been published by **The Farmer.** Included in the brochure are statistics on what building they planned to do and what equipment they planned to purchase in 1960. The survey covered not only items for farm enterprise, but also items for the farm home and family living. Additional information is available from the research department, *The Farmer,* 55 E. Tenth St., St. Paul 1, Minn.

• A 42-page booklet, "Spectacular Space Units in the *Saturday Evening Post,*" giving basic information on available space units offered to advertisers, has been published by the **Saturday Evening Post.** Additional information is available from the *Saturday Evening Post,* 380 Madison Ave., New York 17, or from any other of the *Post's* offices. #

Univac Unit Adds Henson, Fite; Names Johnson

E. Allen Henson and Harry H. Fite have joined Remington Rand's Univac division. Mr. Henson, formerly with Systematics Inc. and International Business Machines, will be marketing manager of Univac products to the rubber industry, with headquarters in Akron. Mr. Fite, formerly vp and Washington manager of Lester B. Knight & Associates, consulting management engineers, will be manager of the state and local government marketing department, with headquarters in New York.

The Univac division also named V. E. Johnson to the new post of co-ordinator of sales, services and manufacturing. He has been Univac branch manager in Chicago since 1957.

Wexton Adds Dealer Group

New York Metropolitan Acousticon Dealer Assn., new group of 25 dealers of Acousticon hearing aids, has appointed Wexton Advertising, New York, to handle an advertising and promotion campaign in New York and New Jersey. Wexton also handles national advertising for Acousticon hearing aids, manufactured by Dictograph Products Inc.

Rockwell to Waldie & Briggs

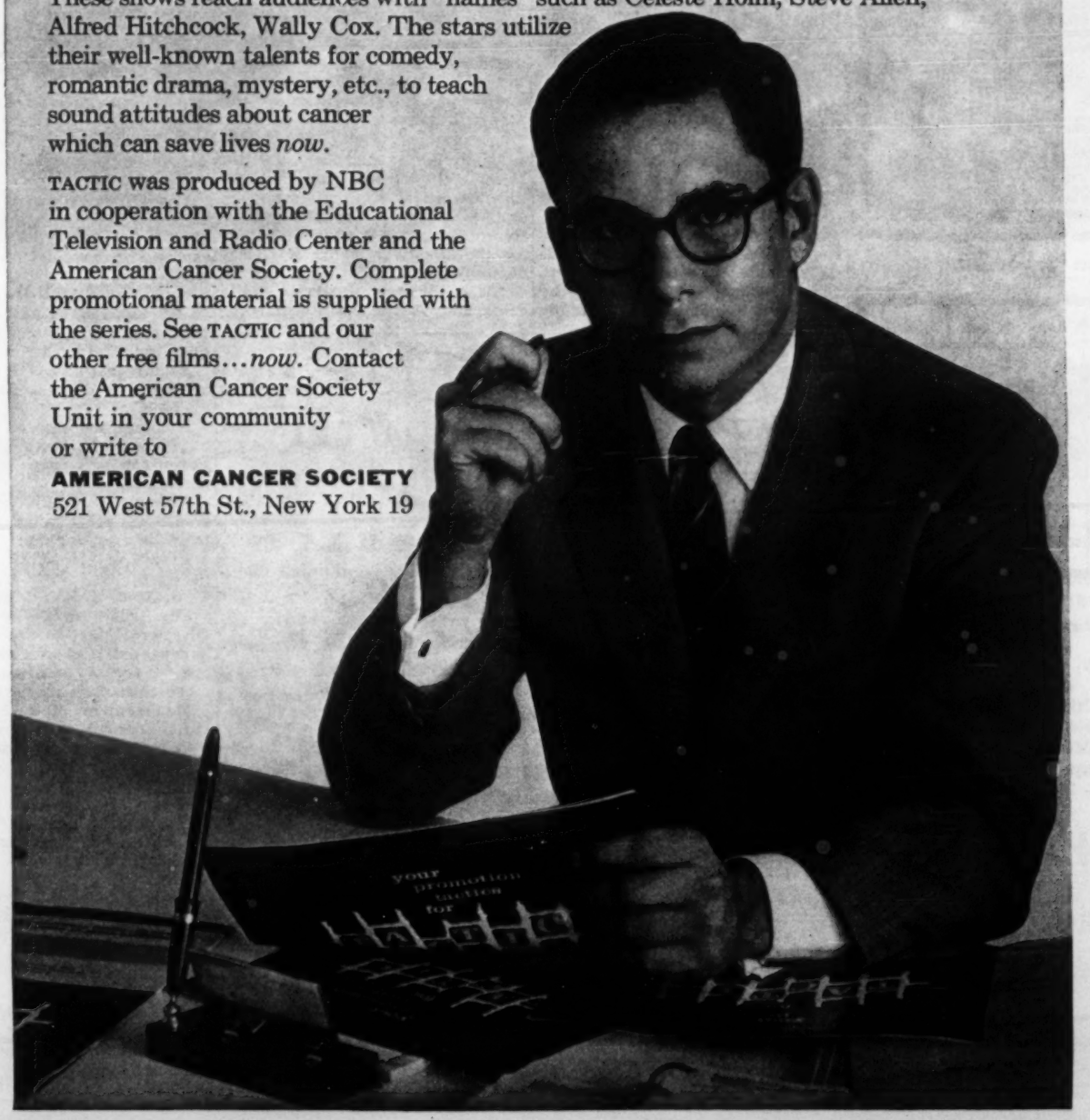
Dudley N. Rockwell, formerly supervisor of industrial accounts at Fuller & Smith & Ross, Chicago, has joined Waldie & Briggs, Chicago, as vp and account supervisor in its industrial division.

"Our primary purpose in programming any film is entertainment. But when we have an opportunity to entertain our viewers and also teach them how to save their lives, that's public service plus! We use American Cancer Society films regularly because they do a fine job of combining education with entertainment."

Joel Chaseman, Program Manager for WJZ-TV, Baltimore, has a reputation for unusual imagination in selecting topnotch programs which reach and teach his audiences. This fall he went all out with TACTIC, our new series of half-hour shows, programming all six in one week—in prime evening time. These shows reach audiences with "names" such as Celeste Holm, Steve Allen, Alfred Hitchcock, Wally Cox. The stars utilize their well-known talents for comedy, romantic drama, mystery, etc., to teach sound attitudes about cancer which can save lives *now.*

TACTIC was produced by NBC in cooperation with the Educational Television and Radio Center and the American Cancer Society. Complete promotional material is supplied with the series. See TACTIC and our other free films...*now.* Contact the American Cancer Society Unit in your community or write to

AMERICAN CANCER SOCIETY
521 West 57th St., New York 19



Along the Media Path

Prizes totaling $25,000 will be awarded by **Popular Photography,** in its new 1960 international picture contest. Beginning with its January issue, the magazine will award prizes of $2,000 every month for six months. Forty winners will be chosen every month. In July the 240 monthly winners will take part in the final competition for $11,000 in grand prizes. Trophies will be awarded to the six top finalists and plaques to the runners-up.

• **The St. Louis Globe-Democrat** used outdoor advertising to introduce its new East Side edition to readers in St. Clair and Madison counties in Illinois.

• The "starter set" concept will be introduced to the furniture field by **Modern Bride** in its Spring issue, released Jan. 15. The magazine will devote six editorial color pages to three basic starter sets, and in addition will also illustrate how the sets should be added to in the future.

• **Time** will be the subject of the *Yale Record's* 1960 parody. Circulation for the parody, to be published Feb. 5, is estimated at 20,000.

• **Annals of Surgery** marked its 75th anniversary with the December issue.

• **Parents' Magazine** has opened a new Better Homemaking Center at 52 Vanderbilt Ave., New York, to be used by the magazine's family home department, food department and consumer service bureau for the practical evaluation of new products.

• A story in the Dec. 11 issue of the **Seattle Times,** and a page ad two days later, announced the newspaper's carrying 1,000,000 classified ads in a single year, the first time in its history.

• **Ladies' Home Journal** sent reprints of the article, "Our Christmas Story," written by Mrs. Billy Graham, which appeared in its December issue, to 5,000 leading advertising executives in the U.S.

• Coincidental with the marking of the 20th anniversary of **Taft Broadcasting Co.'s** ownership of WKRC, Cincinnati, the Taft stations moved into their new building, at 1906 Highland Ave.

• The Jan. 10 issue of **American Weekly** was devoted entirely to the family automobile and included a full-color photographic roundup of the 1960 cars.

• **WBRE,** Wilkes-Barre, Pa., was 36 years old during Christmas week.

• Effective with its January issue **Diner Drive-In** will change its name to *Drive-In Management.* The magazine is published by Davidson Publishing Co., Duluth.

GREEK TO THEM—*Evan-Picone fashions and the grandeur of Greece highlight a ten-page ad section in the January issue of Harper's Bazaar. Among the participants in the section are the Greek Tourist Office, Hellenic Mediterranean Lines, the Greek Line, Home Lines and Olympic Airlines.*

• **La Presse,** Canada's largest French-language newspaper, has switched its format from eight to nine columns and body type from 7 pt. to 8 pt.

• **Journal of Commerce** began printing its international edition overseas for the first time Dec. 26, in Amsterdam.

• **Certified Grocers of Illinois** ran a 28-page "Happy Holiday Eating" section in the Dec. 12, issue of the *Chicago Daily News.* Included in the section were recipes, holiday hints, party games, Christmas carols and menu ideas.

• During celebrations marking its 10th anniversary, **WOAI-TV,** San Antonio, buried a time capsule, which included achievements and records of major events over the past ten years and predictions made by leading local citizens of things to come during the next quarter of a century, in the ground adjacent to its studios.

• Beginning in 1960, the **Detroit News** will increase from 20 to 30 the number of $500 college scholarships it awards annually to outstanding carrier salesmen. Scholarships are awarded on the basis of character, citizenship and academic proficiency of carrier applicants and on the results of competitive scholarship tests.

• Sunday editions of the **New York Times,** bound for subscribers in California, Washington and Illinois, are now packaged in bags of transparent polyethylene film. Sealing and labeling of the papers is accomplished by specially designed automatic machinery.

• Ten major May Co. stores and their branches, plus 137 other stores, will join **Living for Young Homemakers** in the nationwide promotion of Concord House collection of coordinated home furnishings which will be featured in the February issue of *Living.*

• For the tenth consecutive year, **Atlas Steels Ltd.,** Welland, Ont., will combine forces of its three house magazines to present "A Canadian Christmas," which will include folk tales, carols, customs, and recipes.

• **Department of New Laurels:**

An increase of 36% in advertising linage for 1959 over the previous year has been reported by **Popular Boating.**

School Management reports a 72.9% increase in advertising linage for 1959 over 1958 and a 69.7% increase in revenue for the same period.

A 5% gain in ad linage and a 16.4% increase in ad revenue for 1959 over the previous year has been reported by **Argosy.**

Esquire shows a 9% increase in ad linage in all its editions in 1959 over 1958.

A linage increase of 30.7% and an increase in revenue of 32.5% over 1958 has been reported by **Hablemos.**

Newsweek reports an 18% increase in gross revenue in 1959 over the previous year.

A gain of 216 advertising pages in 1959 has been reported by **U. S. News & World Report.**

The 1959 "Annual Review and Directory Issue" of the **Waterways Journal** established an alltime record for volume of advertising with more than 800 advertisements.

Management Methods shows a 15.8% increase in revenue in 1959 over the previous year and a 6.2% gain in advertising linage for the same period.

A 72.9% increase in advertising linage for the year 1959 over the previous year has been reported by **School Management.**

Advertising pages increased 5.6% in the year 1959 over 1958, **Popular Mechanics** reports, and its five foreign language editions showed 11.4% increase in advertising pages for the same period. #

Juscalon Names Frost

Juscalon Inc., East Walpole, Mass., maker of liquid plastic coatings, has named Harry M. Frost Co., Boston, to handle its account.

''Teen' Hires Teen Entertainers to Promote Publication

LOS ANGELES, Jan. 5—*'Teen* has launched an unusual promotion, "Top Pop," to promote the publication and its advertisers.

The promotion is based on a touring group of teen entertainers, who will make appearances at department stores and schools throughout the country. The group will stage a show consisting of song and dance acts, with members of the troupe frequently changed to include at least three currently popular teen entertainers.

The show had its first test in Portland, Ore., early last month when *'Teen* tied in with the Hi Club of Oregon, Meier & Frank, a department store, and the Portland fire department in a benefit ball to raise toys for distribution to underprivileged children for Christmas.

■ Meier & Frank supported the promotion with newspaper pages over a two-week period, window displays, in-store displays, press conferences with the general and high school press and personal appearances of the teen stars on disc jockey shows.

Although the Portland show was for charity, future appearances will be designed to promote *'Teen,* and to build store traffic through advertiser tie-ups. Jack Preston, promotion manager for the magazine, said the show is particularly suitable as entertainment in connection with store fashion shows.

The promotion is offered to department stores on a share-the-cost basis. #

Fladell/Harris Agency Bows

A new agency, Fladell/Harris Advertising Co., has opened offices at 352 W. 56th St., New York. The principals are Ernest Fladell, formerly creative director of National Telefilm Associates' advertising department, and Leslie A. Harris, formerly assistant to the president of NTA program sales. Mr. Fladell has also been manager of sales promotion for NBC-TV, and a copywriter with Emil Mogul Co. Mr. Harris, before joining NTA, was national sales coordinator for American Broadcasting Co. owned and operated stations and sales manager for ABC-Radio.

Kayser-Roth Sets Spring Push

Kayser-Roth Lingerie Co., New York, has scheduled the "largest" spring campaign in its history. The campaign starts in the Feb. 15 issue of *Vogue* and will run through May with insertions in *Glamour, Harper's Bazaar, Mademoiselle, McCall's, The New York Times Magazine* and *Seventeen.* The theme will continue to be: "It's almost wicked, you feel so beautiful." Along with merchandise, each ad will picture a red devil blending into a red background. Grey Advertising, New York, is the agency.

Santa Fe Wines Flow to N. Y.

Santa Fe table wines, product of DiGiorgio Co., DiGiorgio, Cal., now being distributed in 11 western states, will be introduced in eastern markets in February. Advertising in the New York metropolitan area will break about March in newspapers, and on radio, tv and car cards. Introductory campaign budget is $250,000. Cole Fischer Rogow is the agency.

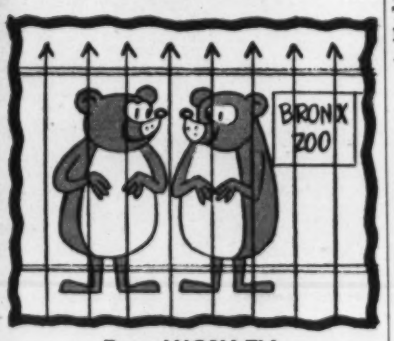
Richardson Names Arends

Richardson Co., Melrose Park, Ill., plastic manufacturer, has appointed Donald L. Arends Inc., La Grange, Ill., as its industrial advertising agency. E. H. Brown Advertising Agency, Chicago, is the former agency.

Far-Reaching!

They're advertising for bear skins?

Run for your life!



Even WCSH-TV can't reach us here.

Seriously, advertising on SIX does have a "far-reaching effect." Quality of operation and superiority of coverage are behind our success. Your Weed TV man now has SIX straight years of surveys that prove it.

WCSH-TV 6 NBC for PORTLAND

MAINE BROADCASTING SYSTEM
WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

Expect BIG RESULTS in a SECOND*

This FIRST Group Market in city zone populations of 100,000 to 250,000 has gained the respect of media men through merit. These newspapers with a combined circulation of 79,979 are now available at a new low combination rate.

WRITE NOW for complete data on the Northeastern Wisconsin story where you'll be assured big results in a SECOND!

* Wisconsin's 2nd Market with $641,999,000 effective buying income from 427,400 people.

GREEN BAY PRESS-GAZETTE
APPLETON-NEENAH-MENASHA POST-CRESCENT

REPRESENTED BY
SAWYER-FERGUSON-WALKER COMPANY, Inc.

The year's outstanding advertising buy:

How to get a close-up of the Automotive Industry

Focusing on your prospect in the automotive industry, when it comes to advertising, is largely a matter of telling your sales story in a medium which attracts high interest and reader acceptance.

The 1960 AUTOMOTIVE NEWS *Almanac* is just such a publication! Here's why: There is probably no field of business in this country which is as highly competitive—and rapidly changing—as the complicated world of transportation. And the men who specify, recommend and purchase products and services are—indeed must be—extremely conscious of facts, figures, trends and happenings which are vital to their jobs.

For twenty-three years the *Almanac*—and only the *Almanac*—has provided a composite picture of all of this essential intelligence:

- Directory of Automotive Manufacturers—Listing Products and Personnel.
- Photos and Biographical Sketches of Over 1500 Industry Executives.
- New Car Dealer Totals by Makes and States.
- Cars in Operation by Makes, States and Model Years.
- Year in Review.
- Engineering Data.
- Production Estimates by Makes.
- Commercial Car Registrations.
- Hundreds of Other Features.

Indeed—almost every important fact manufacturing executives, car and truck dealers have use for during the year!

Why not ask *your* customers and prospects what they think of the AUTOMOTIVE NEWS *Almanac?* Then contact your nearest representative for complete details on the 1960 Issue!

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

RESERVE SPACE NOW!
1960 ALMANAC
ISSUED—APRIL 25
CLOSES—MARCH 15

The most influential publication in the automotive industry.

Member Member

YEAR LONG USE . . .
YEAR 'ROUND EXPOSURE

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

AA Showed Clairvoyance on Cranberry Mess, Reader Says

To the Editor: ADVERTISING AGE's crystal ball has been working overtime!

What other trade publication gave hints about the cranberry mess a full week before it broke in the daily press? On Nov. 2 AA's Gladys the Beautiful Receptionist told her friend by the water cooler: "That vp in charge of new business says he heard the Jell-O account is shaky."

On Nov. 9, AA reported Jell-O's participation in "a major holiday promotion . . . using fresh cranberries and orange Jell-O . . . and has printed the recipe on 16,000,000 bags of Ocean Spray cranberries, etc."

All joking aside about the accidental running of these two items in consecutive issues, the daily press's front-page reporting of the cranberry ban by a hasty official perhaps marks the most costly damage inflicted upon a breaking campaign, doesn't it? Timed right to the day of the product's big push. The maker of the chemical in question feels the official who banned all sales went off the deep end without sufficient information as to the quantity needed for humans to possibly incur cancer. Families would have to eat the offending berries as a staple for weeks to possibly become infected, according to reliable sources. But the hasty headlines didn't wait to find this answer until several days later.

This all points up a situation in our modern communications system which quickly can do irreparable damage to a product or a person, then follow-up by stealing softly away with a four-line correction which doesn't get the same readership at all. In the same fashion, tv and radio reports on hearings of innocent men subject the accused before the public to character-assasinating questions which form the bad image in the public mind, even if the person subsequently in the proceedings is found to be innocent.

Sells papers and produces high ratings, though.

Thomas S. Hook,
Audio-Visual Counselor, Artra Studios, New York.

• • •

Simple Tire Ad Impressed Harvey Firestone the Most

To the Editor: A number of years ago I secured the advertising account of Firestone Tire & Rubber Co. for an advertising agency in Cleveland and I recall a remark Harvey S. Firestone made to me at that time.

Mr. Firestone said that the best tire advertising was that being used by Morgan & Wright. The complete advertisement was, "Morgan & Wright tires are good tires."

This copy is quite a contrast to the superlatives, and, in many cases unbelievable terms, used to advertise products today.

Willard E. Stevens,
Exchange Broker, St. Petersburg, Fla.

Credit Due to Another for Bisquick's Little Girl

To the Editor: Thanks very much for the article pertaining to my animation in your Nov. 16 ADVERTISING AGE.

I must corect an error. It's true that I did animate the Heinz Worcestershire Sauce "Fluff" commercial but the animator responsible for the little girl in the Bisquick spot is Bob Cannon—Arnold Gillespie directed this spot.

My conscience is now clear.

Art Babbitt,
Quartet Films Inc., Hollywood.

• • •

Calm Down, Admen; There Will Always Be an Ad Critic

To the Editor: Look—I'm getting pretty tired of the fancy-nancies and the nail-biters who jump and scream whenever anyone says a harsh word against advertising. Criticism of advertising is no phenomenon. It's been going on longer than some of these apologists have been around. It's a healthy sign.

Advertising that is at all effective is bound to arouse negative as well as positive reactions—simply because people are poles apart in their emotional responses to the same objective fact. I'm not saying all advertising is good, but I'm saying emphatically that advertising people had better quit apologizing for the business they're in.

Moreover, media had better start thinking twice before waging campaigns against other media—and this applies particularly to newspapers, which seem to think that freedom of expression belongs exclusively to them. The long-pursued anti-billboard campaign, and the recent over-playing of the tv scandals are cases in point.

Newspapers which are scrambling for a buck at the expense of other media may end up by giving all advertising a black eye. I don't mean they should skip any legitimate news. The tv hearings were and are news, and should be covered. But as an old reporter myself, I know the tricks whereby "news" stories are made subtly into editorializing. In this case, the tricks weren't even subtle. And the columnists, who want to curry favor with their subscriber newspapers, have been going to town with talk of "trickery" in cases where no trickery was ever intended.

For instance, spraying down shiny objects to remove glare has been misrepresented as an attempt to add glamor to the objects—something that was never intended and which the papers are aware was never intended.

On the positive side, advertising people had better start being proud of—and talking about—the jobs advertising helps create, the lower prices it makes available, and the free entertainment it provides for thousands (make it millions) who can't afford to buy entertainment. Let's give ourselves credit where credit is due!

Rich Fowler,
Hollywood.

• • •

Evans' Study Confused 'Owners,' 'Makes' Reader Says

To the Editor: I have just come across Professor Evans's discursive essay on the lack of difference among automobile owners (AA Nov. 30) and hasten to set straight at least one aspect of a case of monumental confusion.

Basically, the trouble is apples and pears. When I and others are quoted on the side of pro-difference, we are talking about the personalities of car *makes*, the stereotypic associations that people have with different makes (masculine, aggressive, fast, slow, etc.). There are sharp differences on these scores, and anyone who wants to see them need only ask, open and directly. He will not need any battery of so-called measures of "personality needs." Whether the same traits will be found among the *owners* of these makes is quite a different thing.

Let me offer a quick example. Occupational association with car makes is particularly rich. In two Ford Motor Co. studies with which I was connected, we asked, "Which of these makes do you think is most appropriate for a person in the following occupations?" Among the occupations were the negatively-valued "prize-fighter" and "gambler." In both studies, two medium-priced makes were predominantly mentioned. They are here nameless.

Yet, would Professor Evans expect to go to a "relatively homogeneous" middle-class suburban community, and to find that the *owners* of these makes possessed the above characteristics? The same makes, incidentally, are also associated with more prestigeful pursuits.

I will not press the point further, except to add that four studies of which I know (the above two, plus one by Kenyon & Eckhart and one by the *Chicago Tribune*) all used similar questions on *makes*. Each was in a different place, and at a different time. Yet all came up with comparable results. Sharp and clear.

As to "personality needs" of different owners, I wouldn't know. But I do know that this is a very complex and fuzzy area, even in pathological cases, and one upon which there is little consensus.

David Wallace,
Ford Motor Co., Detroit, President, American Assn. for Public Opinion Research.

• • •

Newspaper 'Carries' Boost for Outdoor Advertising

To the Editor: There's a story behind the picture of an outdoor poster [promoting outdoor advertising] erected here by my fellow Kiwanian, Walter Carey of Carey System (AA, Nov. 16, Page 82).

When I read my copy of ADVERTISING AGE (home delivery, of course) and saw that the picture was from Charleston, I was glad to see that the old home town had again made your columns. Several days later I saw the painted board for the first time after having passed it several times.

Of all places, it is atop a building adjacent to the parking lot used by the advertising staff of the *Gazette* and *Daily Mail*, Charleston, W. Va. To add another ironic touch, the two-story building on which the sign has been built is owned by the president of the *Daily Mail*.

Frank E. Shaffer,
Promotion Manager, *Daily Mail* and *Gazette*, Charleston, W. Va.

• • •

Lufthansa Ran Baggage Tags Ad Last Spring

To the Editor: We hate to hide our agency's talents under a baggage tag so we'd like to take William D. Tyler's advice and tell you about the case of the advertisement featuring baggage tags.

In response to William D. Tyler's Nov. 23 column, Richard G. Pratt, vp, Charles W. Hoyt Co., wrote to Mr. Tyler:

"I read with great interest your comments upon the Capital Airlines advertisement featuring baggage tags.

"Agreed, the solution is adroit.

"Enclosed are proofs of two advertisements prepared by this agency for its client, Lufthansa German Airlines. They ran last spring."

Mr. Tyler replied:

"I was rather shocked to see that you had already done the ad for

Lufthansa, which Capital used later on.

"If I were you, I would be inclined to write a letter to ADVERTISING AGE, pointing out this strange coincidence . . ."

We hope you will share this correspondence with your readers, so they may know the full story of this unusual advertisement. We are attaching proofs of the two Lufthansa advertisements Mr. Pratt mentioned.

Now, we'd like to know, what happens to our beloved Marlboro Man?

Emily J. Berckmann,
Director of Publicity & Public Relations, Charles W. Hoyt Co., New York.

• • •

Peugeot Ad Copy Is 'Bad, Stale,' Jay Cooper Says

To the Editor: There is no reason for your "Creative Man" to praise the Peugeot ad (Re: "A Case for Long Copy," Nov. 16). It is bad, stale copy in every respect—bears absolutely no relation to the excellence of the Volkswagen long-copy ad (as rightfully lauded by your Mr. Woolf several weeks ago) nor to the now famous Ogilvy spread on Rolls-Royce.

Here are my reasons, point by point:

1. The first ten sentences (one-third of entire copy) is all one great manufacturer's boast—allows only one consumer reaction: "So what?"
2. The "you" approach is omitted, even by inference. The word "you" appears twice, in the last two sentences.
3. The headline—a vital key in any long copy ad—doesn't spark interest . . . has no tie-in with any one of several distinct advantages noted in copy. It just sits there, like a doughty old Englishman and says: "The remarkable achievement of the Peugeot 403."
4. Type was prepared in extra-wide picas—an unsurmountable obstacle for all our lazy readers and a direct violation on all research governing readability.
5. There are no paragraphs in this 30-line essay—made worse by an unbearably heavy leading between lines.
6. Worst of all—the copy reads slow . . . like a rythmical chant of ten pale children reciting Dante's Inferno. Check this meter, (not to mention meaning):

"American owners find that Peugeot maintenance is very good and very fast. Each of Peugeot's 500 dealers must stock an unusually large number of spare parts. Peugeot distributors carry an additional back-up supply of parts worth over $3,000,000. All dealer mechanics attend training schools staffed by Peugeot engineers. Refresher courses are regularly conducted by a staff of traveling service experts. Owners like Peugeot's

When You're Staying in Chicago...

the adman's AD-dress is 505 N. Michigan

Within a few blocks of the Sheraton Towers you'll find hundreds of agencies and suppliers. About half our guests are in or dealing with the advertising business. When you're in Chicago, stop at the Sheraton Towers. You'll be among friends.

SHERATON TOWERS

505 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-4100
M. T. McGarry, Gen'l Mgr. • Home of the Chicago Press Club and the Agate Club

responsiveness. You drive it . . . it does not drive you . . ."

This is not good copy—it's only good rough meat straight out of the manufacturer's reference file, waiting to be whipped into shape.

Jay L. Cooper,
Rehbock Advertising, New York.

• • •

The Answer Is: Only Manly Tattooees Smoke Marlboros

To the Editor: Our idol has fallen!

Recent studies of tattooed servicemen show that tattooing indicates not rugged He-Men Virtues, but immature, adolescent attitudes. The following was published Dec. 16 in Joseph Whitney's column "Mirror of Your Mind" [in the *Milwaukee Sentinel*]:

"... the (tattooing) practice is more a symptom of immaturity; of wanting to be a social rebel. Some investigators hold that a tattoo is an adolescent modification of appearance comparable to wearing a zoot suit. One Army induction center reported that tattooed men had double the rejection rate of those not tattooed. Of the tattooed rejectees, 58% failed because of neuro-psychiatric disorders."

Cindy Thomson,
Brady Co., Appleton, Wis.

• • •

Hail Mt. Vernon High! The Eton of the Ad World

To the Editor: This may not be a Ripley but it comes close.

In the Dec. 7 issue you carried two unrelated major ads which featured two ex-athletes who were in high school together 33 years ago. One was Paul Carey of Lehn & Fink who, together with Al Brodbeck, formed one of the most talented all-around athletic pairs to be found in the same high school class then or, probably, any time. The other was Russ Doyle, now president of Doyle, Kitchen & McCormick, who was a couple of years behind Paul and who captained the football team in his senior year. The school was Mt. Vernon (N. Y.) High School, now known as A. B. Davis High. In the late '20s this high school's football teams were among the top ranked in the East. Dave Lichtenberg, now a *TV Guide* executive, followed Russ as captain but I didn't see his picture in the aforementioned issue!

Nathan A. Tufts,
Manager, Johnson & Lewis, Hollywood.

• • •

Why He Blames TV Sponsors

To the Editor: We have an atrocious newspaper in town. You can read everything in it worth reading in five minutes. I don't blame advertisers because the newspaper is inferior.

There are many atrocious television programs on the air. Why should I blame the sponsors because television is generally inferior?

Because the same advertisers who stay away from the inferior newspaper in droves fight to sponsor inferior television. Sales sense gives way to vanity. They want to brag about being on tv.

As long as advertisers such as the maker of $155 chain saws are willing to throw their money away on tv, someone will be willing to take it. And television will have no incentive to improve.

When advertisers apply the same single standard to buying print and tv—and let inferior programs go begging—tv will improve.

George Johnson,
Webster Groves, Mo.

• • •

Fewer Ads Show the Price

To the Editor: My scrutiny of manufacturers' advertisements in magazines and newspapers seems to tell me that the number of such advertisements quoting prices is very much smaller than formerly. Do you not agree and, if so, what is the explanation?

Do you not agree, also, that a product-advertisement with a price is very much more effective than one without a price and that therefore the current volume of product-advertising by manufacturers is in jeopardy? If so, what is the remedy?

George Engelhard,
Winnetka, Ill.

• • •

Gallup Poll 'Loaded' with Negative Question, Reader Says

To the Editor: Your editorial, "Disbelief Is Widespread," [in the Dec. 14 issue] is good in general concept. It is a good start toward the end result of more truthful advertising.

However, the basic research technique (which you attribute to Gallup) is unsound. I doubt that the Gallup organization made a survey such as that mentioned in your editorial. Or, if the survey was made, it was handled and written up by an underling who is below the general status of the Gallup organization.

As any honest research person knows, you do not ask "loaded" questions such as: "How do you feel about television commercials—do you think they use untruthful arguments, or not?"

The results of any such survey must of necessity be pure prostitution. Use of questions such as the one featured in your editorial (I realize that ADVERTISING AGE did not formulate the question) can prove almost anything.

For example, I'll ask 10,000 people: "What do you think is the *worst* part about Christmas?"—and I'll send you completely negative results which may lead to our abolishing of the entire idea of Christmas.

Whether you believe in Santa or not, let's not use loaded questions in research to prove a point.

Warren F. Randolph,
Weston, Mass.

The question and results commented on in AA's editorial were presented in the regular Gallup Poll feature syndicated to newspapers.

• • •

News Pictures in Ads Are an Eye-Catching Gimmick

To the Editor: I buy my newspaper or magazine for *news* as everyone else does. Keeping this in mind, I believe there's a gimmick here which could attract more eyes to an ad.

Recently, while I was reading ADVERTISING AGE, I forced myself to turn back a page because a picture caught my eye which I thought dealt with a current news item. I was mistaken—it didn't. But I *thought* it did. I know there's some meaning in this. What would happen if an advertiser incorporated a picture of a recent news item in his ad? There is a strong possibility that if the item were well chosen, many eyes would be attracted. Certainly there would be no difficulty tying together an item of news and the ad itself—a few words could do this—and it would be seen and read.

I speak from no advertising background, as may well be obvious—or is it!

F. L. Corr,
Sales, Lever Bros. Co., Louisville.

• • •

New-Model Ads Needed, Too

To the Editor: I was surprised to see Harry McMahon praise the Joel Aldred Chevy commercials.

A car is something for which you can expect a man to develop a certain amount of conviction and affection. He can amble around it, pat its fenders and talk easily and convincingly about it.

But when he suddenly switches his affectionate little pats from the rooteetoot never-before '59 model to the rahteetah never-ever '60, he begins to look a little ridiculous. What about that old years-ahead styling, etc.?

Seems to me, if they don't completely change the style of the commercials each year when they bring out the new cars, they could at least trade-in last year's announcers.

Joan Wilke,
Tatham-Laird, Chicago.

10,000 Words Will Explain This Picture

To the Editor: So much is said when a picture says it all? That's what Kodak's ad says (AA, Dec. 14, Page 9).

And just to disprove a point, the picture top-left is barely visible, the next one down is so macabre it doesn't say a thing, and the great big one at the bottom is one of the most untelling photos I've ever seen. If anyone can tell me what it is saying, I'd be much obliged. What is the lady doing in a bathing suit on top of a car? How in heck are they going to get that car out of the water? And why are they in it in the first place?

Sorry, but I'm just not getting the message!

Regina S. Brown,
Advertising Manager, *The Osteopathic Profession*, New York.

In Spokane's $2 Billion Market . . .

KREM-TV "Profile" Series

wins viewer interest!

Profiles of over 100 key communities in the KREM-TV $2 Billion Market bring new viewer interest plus plaudits from viewers, school authorities and students. Even daily and weekly newspaper editors cooperate to help make this series authentic, topflight and overwhelmingly accepted.

Local Schools have even assigned classes to view and report on this series!

KREM-TV's news, with emphasis on fast, accurate coverage (a retraction has never been necessary) pays big dividends when you invest in spots and programs. KREM-TV is Spokane's foremost news station . . . Spokane's foremost media value!

Community Profile series

. . . now being filmed by KREM-TV's News Editors, depicts weekly in NEWSBEAT premium "A" time the historical, economic, industrial, cultural and local highlights of each of the scores of communities in the $2 Billion Spokane Market.

Schools Praise Program!

Typical of the comments from local educators are excerpts of recent letter from H. W. Coman, Spokane Public Schools' Director of Instructional Aids Service: " . . . I congratulate KREM . . . meeting a very definite need in Washington History classes, as well as in our elementary Social Studies."

KREM·2
TELEVISION

Spokane, Washington

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

Surfside Names Agencies

The Florida municipality of Surfside has named Woody Kepner Associates, Miami, to handle its publicity and public relations, and Bishopric/Green/Fielden, Miami, to handle advertising. Winter Haven, another Florida municipality, has appointed both companies for the second consecutive year.

Grumet Named VP

Roy Grumet has been appointed vp and agency coordinator of Dickerman Advertising, New Hyde Park, N.Y., L.I. Mr. Grumet joined the agency in July, 1958, as art and production director.

New Company to Consolidated

Consolidated Advertising Agency, Toronto, has been named to handle the account of a new Canadian company, Everpure of Canada Ltd., supplier of water purification systems.

SEND TODAY!

"BACON'S CLIPPINGS BENEFIT BUSINESS" tells how to benefit from our complete coverage of 3,500 business, farm and consumer magazines. Shows how to keep tab on competition's advertising and publicity as well as your own placement. Also describes clippings for research. BOOKLET 59.

Bacon system described in detail in "CLIPPINGS AND BUSINESS a story of growth". Tells how the bureau system functions, insures accurate results. Shows how and why business requires specialized magazine clipping bureau. BOOKLET 80.

BACON'S PUBLICITY CHECKER
with quarterly revisions

Lists over 3,500 magazines in 99 market groups. Coded to help you pinpoint publicity. 100% up-to-date throughout year. 352 pages, 6¾" x 9¼". Price $25.00 with revisions Feb., May, Aug. Order today.

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WAbash 2-8419

Dyna-Foto-Chron Developed for TV Watcher-Watching

WASHINGTON, Jan. 5—A machine that takes sequence pictures of television viewers—to record various facets of audience measurements—was revealed at the American Marketing Assn. meeting here last week.

Charles L. Allen, of Oklahoma State University's School of Communications, has named his machine the Dyna-Foto-Chron. It produces pictures automatically at pre-selected intervals ranging from one per minute to 16 per second. The machine, by utilizing mirrors, can simultaneously take pictures of the tv screen, the classifying time and date information and every individual within the normal viewing range of the set.

■ Dr. Allen said the Dyna-Foto-Chron can thus gather such data as sets in use, share of audience, audience characteristics, audience behavior, program loyalty, analysis of time periods, audience behavior during commercials and viewing patterns.

He noted that a tape recorder could be added to the device to record comments of the viewers.

Pilot use of the machines have already been conducted, he said, with about 20,000 minutes of tv viewing recorded and studied—"but with no thought whatever of attempting to accumulate sufficient quantitative data to enter the regrettably perilous conflict of the tv rating services.

"I am a threat to no one, anywhere, with any kind of tv rating service," he added, "for I never intend to enter that field." He said his "next major ambition" is to study tv viewing habits of 100 selected families "perhaps for a month or two in a market acknowledged to be important and not unique."

■ He had some interesting comments to make on the results of viewing studies he has already made (in some two dozen homes), but cautioned that they are offered as personal observations and not as proof of fact:

• Tv viewing has become a highly selective process, with virtually no "turning the dial to see what's on."

• There are few real family viewing situations. Group viewing is also rare.

• Viewing patterns are very definite, with persons watching the same programs week after week.

• Program loyalty varies with the nature of the program, the age, sex and occupation of the individual.

• High school students see relatively little tv; college men and women see almost no tv at all.

• The housewife "will find a way to see her favorite programs even if she has to battle the whole family to do it."

• "A significant amount of time—varying in our preliminary experiments from 5% to 29% in different homes—the tv set is operating but no one is watching it. This 'no audience' time segment is always bigger in a family with several children."

• The station with the best picture reception is almost certain to be tuned in most of the time. "Programs on that station tend to become favorites and to build great program loyalty, even if another station has exceptionally good shows."

• Eating and drinking are the most common activities among viewers. Reading is also popular among tv watchers.

• "Because so many other activities are engaged in while tv is on, we are developing a nation of 'ear filters'—people who read or eat or actually catnap, with eyes closed, until something in the tv sound interests them. Then they watch attentively until interest is again lost."

■ Dr. Allen, who has just moved to Oklahoma State from Northwestern University's Medill school of journalism, said he developed his Dyna-Foto-Chron over an 11-year period. The largest model of the machine is 7½" wide, 10" deep and 8½" high; the smallest can be held in the palm of the hand. It is encased in a wood cabinet with a mirrored front and can be placed on or near the tv set. It requires no special lights or attachments.

The professor said his experiments with the device would include a wide variation of applications, including shopping patterns in supermarkets, shopper examinations of in-store displays and shelves, time and motion studies of magazine and newspaper reading and reading habits in public places and waiting rooms.

"I honestly believe," Dr. Allen said, "that the Dyna-Foto-Chron ultimately will be adaptable for study of any kind of dynamics as demonstrated by human beings." #

Fondren Fish Ryan Hilker

PLANNING—*Present at a meeting in Denver to plan the combined Advertising Federation of American and Advertising Assn. of the West convention in Denver in 1962 were James S. Fish, General Mills, and AFA chairman; Richard E. Ryan, general manager, KLOK, San Jose, and president, AAW; Bud Hilker, vp Jolly Rancher Candy Co., and president, Advertising Club of Denver, and Lee Fondren, Station Manager, KLZ, Denver, and general chairman of the 1962 convention.*

Koehring Leaves Andrews

Koehring Co., Milwaukee maker of construction equipment, and Andrews Agency, Milwaukee, which has handled the account for 15 years, have terminated their client agency relationship, effective March 15. New agency will be announced later. The Koehring construction equipment account includes Koehring division, Milwaukee; C. S. Johnson, Champaign, Ill.; Parsons Co., Newton, Ia.; Kwik-Mix Co., Port Washington, Wis.; Buffalo-Springfield Co., Springfield, O.; Koehring-Waterous Ltd., Brantford, Ont., and Koehring-California Co., Stockton, Cal.

Keystone Adds Affiliates

Keystone Broadcasting System has added 13 new affiliates: KAVI, Rocky Ford, Colo.; KBIZ, Ottumwa, Ia.; KGAN, Bastrop, La.; WLYN, Lynn, Mass.; WNBP, Newburyport, Mass.; KWEB, Rochester, Minn.; KYRO, Potosi, Mo.; WOTW, Nashua, N.H.; WPNC, Plymouth, N.C.; WMPO, Middleport-Pomeroy, O.; KVLG, La Grange, Tex.; WTSA, Brattleboro, Vt., and WLSV, Viroqua, Wis.

J&T Start Profit-Sharing

Jennings & Thompson, Phoenix, has started a plan to allow employes to share in the company's net profits. The agency will contribute a percentage of its net income to a profit-sharing fund, eligible to employes having completed three years of service.

Ben Sackheim Names Two

Ruth Sublette, former fabric editor for *Mademoiselle*, has joined Ben Sackheim Inc., New York, as fashion director. Mary-Stuart Garden, previously with the pr department of Standard Oil of New Jersey, has joined the agency as research director.

HOT OFF THE PRESS!

TELEGRAM'S ANNUAL 1959 GROCERY PRODUCTS SURVEY

Packed with information!
Find out how your product's
doing (and your competition)
in this

10½ MILLION DOLLAR MARKET
TEMPLE TELEGRAM
TEMPLE, TEXAS
represented nationally by Texas Daily Press League

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy on effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York 137 William St. Chicago 175 W. Jackson San Francisco 100 Bush St.

Coming Conventions

*Indicates first listing in this column.

Jan. 17-20. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

Jan. 21. National Business Publications, State of Nation dinner, Sheraton-Park Hotel, Washington, D. C.

Jan. 21. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

Jan. 27. Assn. of National Advertisers, Advertising Evaluation Workshop, Hotel Sheraton East, New York.

Jan. 31-Feb. 2. Texas Daily Newspaper Assn., 39th annual meeting, Angelina Hotel, Lufkin, Tex.

Feb. 7-9. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

Feb. 16-17. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

Feb. 17. Business Publications Audit of Circulation Inc., annual meeting, Sheraton-Blackstone Hotel, Chicago.

Feb. 22-23. Inland Daily Press Assn., 75th anniversary meeting, Drake Hotel, Chicago.

Feb. 22-24. International Advertising Assn., first Latin American convention, Caracas, Venezuela.

March 6-10. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

March 7-8. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

June 5-9. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

*June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

'Good Housekeeping' Names 3

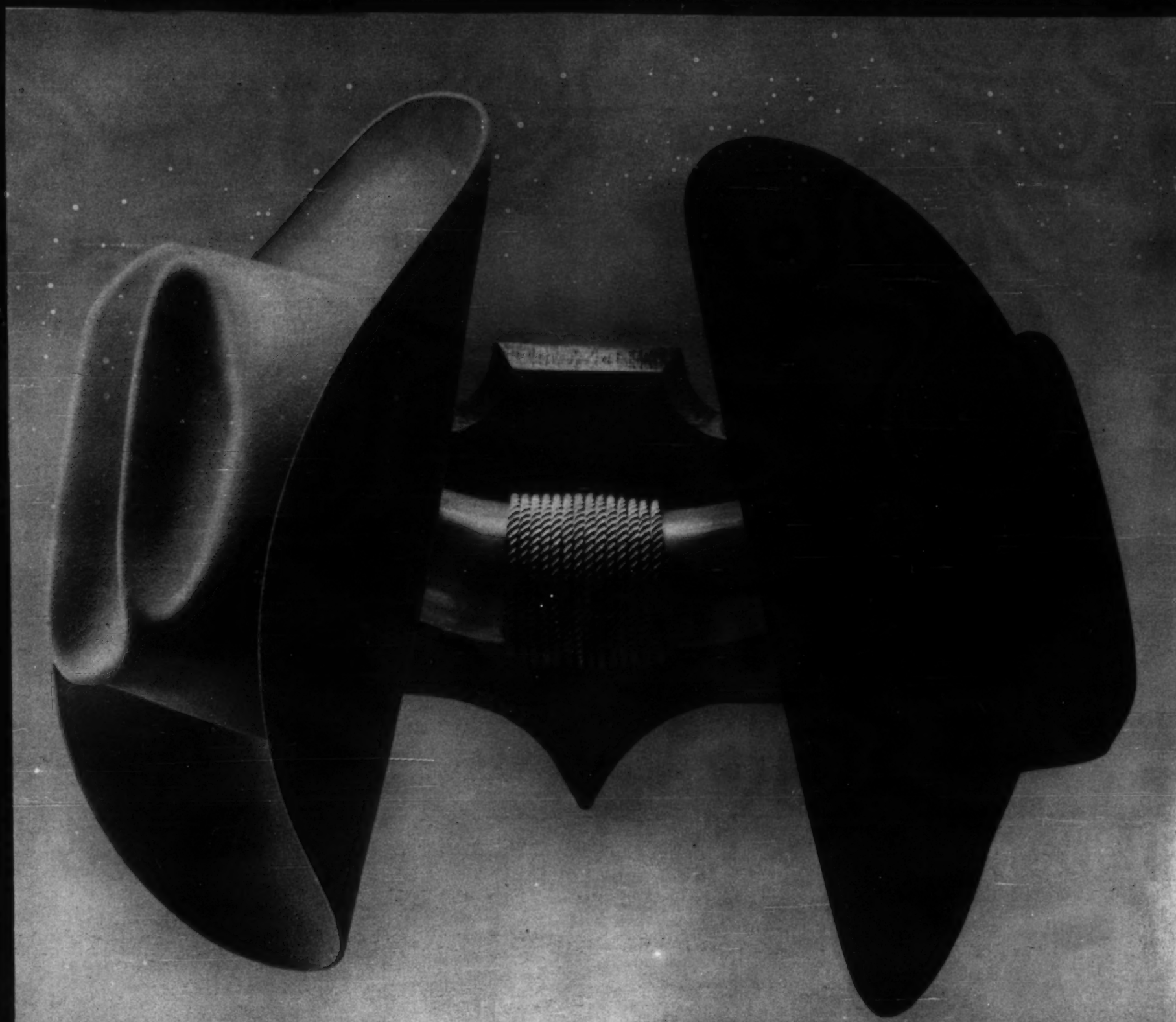
Good Housekeeping, New York, has named Michael V. Callanan, formerly manager of John Roane Insurance Co., Baltimore, to its sales staff, succeeding Clifford Cosgrove, who has been transfered to the magazine's Cleveland sales staff. Julian Bers, formerly with *McCall's*, has joined the magazine as home furnishings and appliance merchandising manager, a new post.

White Stag Names Ellington

White Stag Mfg. Co., Portland, O., sportswear manufacturer, has appointed Ellington & Co., New York, to handle advertising for its women's division, effective with the autumn 1960 season. The present agency, the West Coast office of Doyle Dane Bernbach Inc., will terminate its activities for White Stag with the completion of work on the spring, 1960 program (AA, Dec. 7).

Rolnick, Goodman Named VPs

Industrial Publishing Corp., Cleveland, has elected two vps. Paul Rolnick, editor and publishing director of *Allied Hydraulics & Pneumatics*, was named vp and publishing director. N. N. Goodman Jr., merchandising services manager, was named vp and marketing director.



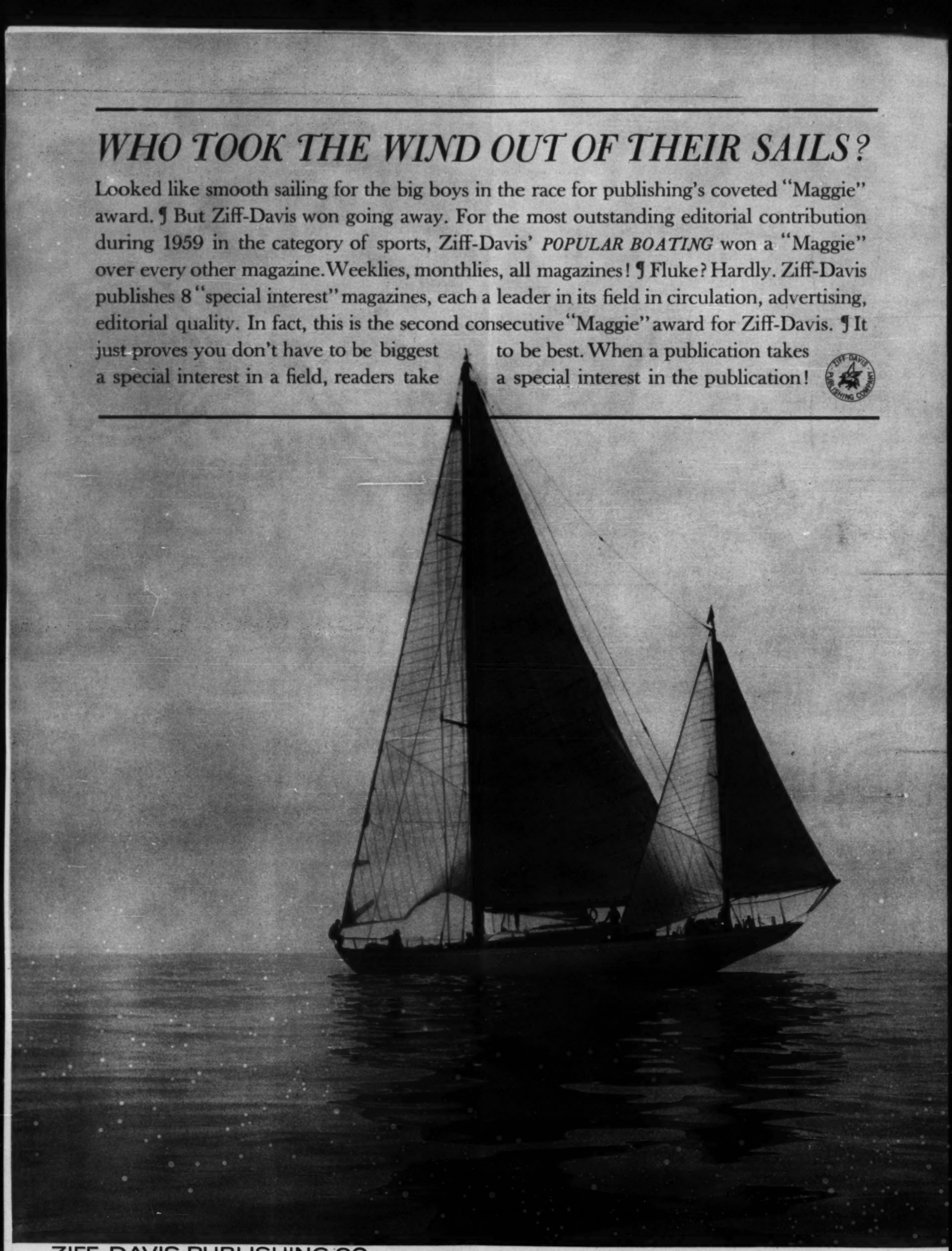
HOW TO TELL THE GOOD-IES FROM THE BAD-IES

Everyone knows the answer: the hero wears a white hat, the heavy wears a black hat. And when the commercial comes on, you don't have to guess long: if the audience remains seated, it's a Good-ie. . . . Keeping the family rooted to their chairs during the product sell is one of the toughest jobs in television. There's no hero in horse opera to match the advertising agency that can wring major sales and profit from that crucial minute. **N. W. AYER & SON, INC.**

The commercial is the payoff

WHO TOOK THE WIND OUT OF THEIR SAILS?

Looked like smooth sailing for the big boys in the race for publishing's coveted "Maggie" award. ¶ But Ziff-Davis won going away. For the most outstanding editorial contribution during 1959 in the category of sports, Ziff-Davis' *POPULAR BOATING* won a "Maggie" over every other magazine. Weeklies, monthlies, all magazines! ¶ Fluke? Hardly. Ziff-Davis publishes 8 "special interest" magazines, each a leader in its field in circulation, advertising, editorial quality. In fact, this is the second consecutive "Maggie" award for Ziff-Davis. ¶ It just proves you don't have to be biggest to be best. When a publication takes a special interest in a field, readers take a special interest in the publication!



ZIFF-DAVIS PUBLISHING CO.,
ONE PARK AVE., NEW YORK 16, N. Y. OREGON 9-7200.

POPULAR BOATING, SPORTS CARS ILLUSTRATED, FLYING, POPULAR PHOTOGRAPHY, HI FI / STEREO REVIEW, POPULAR ELECTRONICS, ELECTRONICS WORLD, MODERN BRIDE, EIGHT ANNUALS.

Special Push Saved Fla. Citrus Growers $14,700,000: Hooks

(Continued from Page 2)

Florida Citrus Commission's agency for many years, also handled the special promotion for the manufacturers of frozen concentrate.

■ Mr. Hooks pointed out that from Sept. 1 to Dec. 12, a total of 20,000,000 gals. were sold at retail, or about 35,900,000 dozens of 6-oz. cans. The big ad and coupon program, he added, cost concentrators $.094 per dozen cans.

By way of comparison, Mr. Hooks said that during last July and August, 24.5% of the nation's families used Florida orange concentrate, but that this level was raised to 27% during the height of the promotion in September and October. He said that during the pre-promotion period of July and August, sales were running 1,123,000 gals. per week, while from September to November, sales rose to 1,285,000 gals. per week or a 14.4% weekly sales increase.

He said the commission coordinated the program and supported it through in-store promotions, advertising, promotional mailings to the trade and distribution of display material, at a cost of about $125,000.

■ Looking toward the future of the industry in the next ten years, Mr. Hooks foresaw that Florida citrus would share in a projected 5% to 7% increase in national food sales. He saw many new products being developed, including powdered orange juice for retail sales, more highly concentrated frozen orange for greater stability and economy, a wide range of useful by-products and formulation of clear-cut standards of identity for all citrus products with proper label description.

Mr. Hooks saw improved harvesting techniques, including picking machines, and many advances in agricultural practices. He said research on nutrition would be intensified to determine how vitamins and other nutrients in citrus work together for health, identification of other nutrients and what they contribute, and to positively prove "total food values of citrus over synthetics."

The commission official saw sharper, harder-hitting advertising and merchandising, emphasizing nutritional information on citrus, in addition to vitamin C. He saw increased exports to Western Europe and said that every million boxes of Florida citrus exported meant 5¢ per box more to Florida growers.

■ Mr. Hooks envisioned a stepped up program in schools and said more coverage of pediatricians and school lunch people, as well as educators, would be undertaken.

In summary, he foresaw "generally good years ahead." He said citrus production would advance to record highs, creating "automatic marketing problems," but that great population gains and improved standards of living all over the world would provide a "growing market for our fruit and products."

He said the last decade brought concentrate, chilled juices and other new products. "There is no reason why the next decade cannot be as productive," he added.

Lang Succeeds Baumann

John A. Lang, of the New York staff of Hearst Advertising Service, has been named to succeed John H. Baumann, who is retiring as manager of the Pacific Coast group in Hearst's New York office. Mr. Baumann had been with the organization 30 years.

Last Minute News Flashes

'Digest' Reports RSVP Mail Offer 'Pulls Better'

NEW YORK, Jan. 8—The *Reader's Digest* said today it pays to make consumers an RSVP offer. Millions of householders in markets across the country this week received a cut-rate circulation offer from the *Digest*, heavily promoted via radio and tv. Recipients were asked to return one of two disks. One disk represented an acceptance; the other said, "No, thank you." L. L. Dawson, in charge of direct mail promotion, was asked why the *Digest* is willing to pay postage on turn-downs of the offer. He replied succinctly, "Because it pulls better." The *Digest* has tested this approach extensively.

Edison Electric Drops TV Plans; Stresses Magazines

NEW YORK, Jan. 8—Edison Electric Institute, which in October announced a $3,000,000 magazine and tv campaign for the Live Better Electrically program (AA, Oct. 19), is dropping the tv plans to concentrate its budget in magazines—"It's better to do a good job in one medium than just a fair job in two media," EEI said. EEI originally had planned to spend about $500,000 in spot tv and two daytime network tv shows. These funds have now been reallocated to buy five additional spreads in *Life*. Besides *Life*, the campaign will run in *Better Homes & Gardens* and *The Saturday Evening Post*, as previously reported. Fuller & Smith & Ross, Cleveland, is the agency.

JWT Gets Matchabelli's Aziza; Other Late News

• **Prince Matchabelli,** subsidiary of Chesebrough-Ponds Inc., has assigned its Aziza lines of eye makeup and cosmetics to J. Walter Thompson Co. The account was previously unassigned.

• **American Brewing Co.,** New Orleans, a division of City Products Corp., Chicago, has named North Advertising, Chicago, to handle advertising for Regal beer, effective April 1, replacing Walker Saussy Advertising, New Orleans. North also handles advertising for Pilsener Brewing Co., Cleveland, another division of City Products Co.

• **Fenestra Inc.,** Detroit, maker of steel and aluminum windows and other building products, has named Brooke, Smith, French & Dorrance, Detroit, to handle its advertising. Fuller & Smith & Ross, Cleveland, formerly handled the account. A campaign in building field trade publications is being planned.

• **The Greater Detroit Chevrolet Dealers Assn.** has launched a yearlong campaign designed to build the confidence of the car buyer in the integrity and dependability of its members. Keynoting the drive, to run in newspapers and radio, is an emblem wth a picture of clasped hands against a silhouette of a man and the inscription: "It's the man behind the deal that makes the difference." W. B. Doner & Co. is the agency.

• **Rainbow Crafts,** Norwood, O., maker of Play-Doh modeling compound and Magnajector, portable projector, has moved its advertising account from Farson, Huff & Northlich, Cincinnati, to Erwin Wasey, Ruthrauff & Ryan, Chicago. The account reportedly bills about $250,000.

• **Helene Curtis Industries,** Chicago, which last fall (AA, Sept. 14) reassigned more than $2,000,000 in billings which had been with Gordon Best Co., leaving only the company's beauty division at Best, now is interviewing agencies to take over the beauty division. Jack Lipson, Curtis ad manager, told ADVERTISING AGE the shift is being made to enable Best to solicit cosmetics business without being hampered by product conflicts at Curtis.

• **Chester Roberts,** formerly a vp and account supervisor at Donahue & Coe, has joined Revlon Inc. as a group marketing director. In the newly created position Mr. Roberts will assume direction of products formerly handled by William Dahlman. These include Revlon fragrances, treatment and men's products, Christmas items and packaging and commodity products. Mr. Dahlman will continue with Revlon's shade items—such as lipsticks, nail enamels and makeup. Both men report to Henry W. Tavs, vp in charge of merchandising.

• **Victor A. Bennett Co.,** New York, plans to open a San Francisco office shortly, under the direction of M. M. Craig Spitz, formerly a partner of Allen, de St. Maurice & Spitz, San Francisco.

• **Rambler Dealers Assn. of Greater Boston** has named Harold Cabot & Co. to handle its account, estimated at $300,000. The previous agency was Harry M. Frost Co.

• **McCall's,** which in October set a circulation guarantee of 6,000,000, effective with its October, 1960, issue, has revised that figure upward to 6,300,000. At the same time *McCall's* announced another increase—to 6,500,000—to go into effect with its January, '61, issue. Last October the magazine revised a previously announced circulation guarantee starting in February, 1960, upward from 5,500,000 to 5,700,000 (AA, Oct. 12, '59). Rates on the new guarantees are expected to be announced later.

• **Burton E. Hotvedt,** who has served for the past 10 years with Klau-Van Pietersom-Dunlap, where he has been vp, manager of the industrial division and a member of the board of directors, has joined Brady Co., Appleton, Wis., as vp.

• **Dr. Howard D. Hadley** has resigned as vp of research for the Bureau of Advertising, ANPA, effective Feb. 1. He joined the BofA in May, 1958.

• **Renault** (Kudner Agency) will replace Liggett & Myers as alternate sponsor of "Markham" (CBS-TV) when that series moves from Saturday at 10:30 p.m., to Thursday at 9:30 p.m., EST, Jan. 28. The Saturday half-hour will be turned over to stations for local sale. Schlitz Brewing (J. Walter Thompson), alternate sponsor of "Markham," has signed as co-sponsor of racing's "triple crown"—Kentucky Derby, Preakness and Belmont, on CBS. Gillette, a long time sponsor of the races, hasn't signed for them yet.

• **Encyclopaedia Britannica,** Chicago, has named McCann-Erickson, Chicago, to handle its advertising, ADVERTISING AGE learned today (Jan. 8). The account has been handled by Dancer-Fitzgerald-Sample. The account billed more than $500,000 in measured media in 1959.

• **Yves Bourassa,** formerly vp of Walsh Advertising, Montreal, has joined McCann-Erickson; he will be vp and manager of French services, headquartered in Montreal.

Big-Scale TV Ad Remake Operation Reportedly Begins

(Continued from Page 1)

by talking to agencies. Most of those contacted by ADVERTISING AGE either dodged the question or denied that they were busy with tv commercial revisions. A few did admit that they were in the process of re-examining their clients' tv advertising, but they minimized the amount of changes to be made.

■ Nor could the story be documented through the continuity acceptance departments at the networks. They reported they have not been inundated by new tv commercials coming in for network clearance. However, some of the network censors pointed out, it may be a little premature to check this development with them—if the revisions and remakes are still in the process of being put together.

■ These factors led a searching reporter to conclude that there is a story here:

• Sources within the film industry who reported that virtually every major advertising agency is in the process of revising commercials or making new ones to replace some current sell. One source estimated that there will be $500,000 worth of new commercials (above and beyond the routine crop of new commercials) or commercial revisions during the next three months. He said flatly: "Everybody is doing some reshooting, revising or scrapping."

And he hastened to add: "This doesn't mean that they are throwing away commercials because they were dishonest or rigged or anything like that. It's just that with things the way they are now, everybody is going to bend over backward to make sure that all their claims can be legally substantiated."

• Another film man told ADVERTISING AGE: "Don't let them kid you; they're remaking like crazy."

• Several sources said that one top ad agency, which specializes in hard sell, had remade more than 100 commercials. For the most part, there is no sign that the sell has been greatly softened; extra precautions are being taken to make sure all claims are legally substantiated.

• Other film companies reported that they were no busier than usual. But one producer pointed out that a great deal of revision could be going on even if production were quiet. He suggested that we check the optical houses, where the changes would be made if the commercials were being revised instead of reshot; the labs, which would supply the prints for the revised commercials, and the sound studios, where copy changes in audio would be made.

Here AA found the second major indication that a number of tv commercials are being revised. Five out of six of the optical houses, labs and sound studios reported they were busier than usual for this time of year. #

Gardol Shield Missing

NEW YORK, Feb. 8—The protective shield demonstration which has been used to illustrate the Colgate's decay protection claim for its toothpaste has been dropped from the new tv commercials for the product. In November the FTC issued a complaint against Colgate-Palmolive Co., New York, charging that the protective shield ads for Colgate with Gardol misled the public and hurt competitors.

A spokesman for Colgate said the invisible shield claim was being discontinued in line with the company's traditional policy of cooperating with the FTC. The rest of the copy, including the emphasis on Gardol's action in helping to prevent tooth decay, remains pretty much the same, he said. The copy also has been revised for newspapers and magazines.

Jersey Standard's Esso, Carter Oil Merge into Humble

NEW YORK, Jan. 6—Esso Standard Oil Co. and Carter Oil Co. have been merged, according to plan, into the new Humble Oil & Refining Co. Effective date of the merger was Jan. 1. All three companies are subsidiaries of Standard Oil Co. (N.J.). Both Esso and Carter will operate as divisions of Humble.

The merger is the first major move in a large-scale merger program announced last September by Jersey Standard. The plan provides for ultimate consolidation of five of Jersey Standard's domestic affiliates into one corporation (the new Humble Oil & Refining Co.) to bring all of Jersey Standard's producing, refining, marketing and marine operations in the U.S. under unified management.

■ The two other Jersey affiliates to be merged with Humble as soon as feasible are Oklahoma Oil Co. and Pate Oil Co., both of which are marketing companies operating in the Midwest.

Robert M. Gray, advertising and sales promotion manager of Esso, told ADVERTISING AGE that no agency changes are contemplated as a result of the mergers. McCann-Erickson is the agency for Humble, Esso and Carter, and Needham, Louis & Brorby handles Oklahoma and Pate. #

Lurie Joins Grant With 5 Accounts

(Continued from Page 1)

Frary & Clark Corp. household appliances account from Goold & Tierney, where it has been for about 20 years. It is believed to bill something under $1,000,000.

Mr. Lurie's departure has been in the works for some time and was said to stem from a conflict of account interests between his Japanese account—the main one—and the products of certain other Richards clients.

■ Mr. Lurie was formerly with Seklemian & North when that agency merged with Calkins & Holden, where he became vp of radio and tv. The merger fell apart, and Mr. Lurie was a central character in a series of suits by Seklemian & North, subsequently settled out of court. He moved to the Richards agency when it merged with Calkins & Holden. Through it all, the five accounts have gone with him.

Grant's office here has lost several important accounts recently, including Trifari Jewelry (the most recent), Firth Carpets and Mutual Benefit Life. Lawrence Stapleton has just returned to the agency from Lippincott & Margulies to head up the New York operation.

Currently the Grant agency is trying to nail down the northern New Jersey portion of the New York Dodge Retail Selling Assn., which it insists it has, although another agency, Cole Fisher Rogow, has laid claim to the account as well. #

FCC Listens as Admen Dispute on TV Control

(Continued from Page 1)

ervations against self policing which involves disciplinary measures. He took the position that the best safeguard against "gray area" behavior by broadcasters comes through FCC investigation at renewal time.

■ The commission got other points of view, too. Producer-writer Rod Serling recounted his difficulties with sponsor "censorship," peppering his report with outspoken comments on the industry's tolerance of commercials "that ignore even a modicum of refinement."

Philip Cortney, president of Coty Inc., contended advertisers should be barred from interference with programming, explaining: "It's not fair to put the business man in a quandary where he has to choose between what is good for his business and what is good for the public."

ANA and AFA both underscored their determination to help eliminate tv's troubles by reporting that they are completing plans for special meetings which will provide FCC Chairman John Doerfer and Federal Trade Commission Chairman Earl Kintner with opportunities to talk directly to advertising people. ANA said its special membership meeting will be held in New York Feb. 2. AFA said it hopes "to reindoctrinate and realert" at least 1,000 ad people at a similar meeting here Feb. 5.

■ ANA struck out at the contention that advertisers bring mediocrity to tv. "It is illogical to think that the process of improvement will be stepped up by excluding from tv programming the one who has so much to gain from improvement—namely, the advertiser," Mr. Allport commented.

AFA had a nine-point program, which included recommendation of a set of FTC "guides" for tv advertising, similar to those proposed last week in Attorney General William P. Rogers' report on tv to President Eisenhower. It said no legislation is needed but that FTC and FCC liaison should be improved. AFA also advocated FTC, FCC and the Food & Drug Administration sponsor a program of public education about advertising. It cited with approval the recent FTC two-day conference for "public organizations."

■ In the question period Mr. Simon offered little encouragement to those who want to catalog "gray area" offenses by codes or regulations. "Neither this commission nor anyone else can lay down a Napoleonic code for good taste," Mr. Simon told Chairman Doerfer.

"The best remedy here is *ex post facto* examination of the station at renewal time. If you have a dossier of complaints and a parade of witnesses, I think you know whether the station has been violating good taste."

Mr. Serling and Mr. Allport both appeared Tuesday. When Mr. Serling complained about sponsor interference, Chairman Doerfer observed that artists traditionally have had to put up with censorship by patrons. He said it often results in better art.

Mr. Serling said the root of the censorship problem is that drama and selling—two unrelated entities—are being forced to be "kissing cousins." Though critical of tv, he said other media often show equally poor taste. He cited examples of newspapers devoting most of their front pages to love letters between an aging movie star and a young girl. No PTA's complained about this; no public officials were indignant; no one demanded an investigation, he observed.

Tv's best hope is a display of muscle by the networks, he said. But so far they seem to be using only a popgun.

■ Newspapers also figured in the testimony today of Tom Chauncey, president of Arizona Broadcasters, who observed that newspapers, which compete for the same advertising dollars, have been "less than somber" about tv's troubles. When it comes to violence, he said, newspapers might look at their own comics strips.

He saw no basic difference between tv's spot ads, and the "page after page" of ads in newspapers.

■ Later Mr. Allport told the commission he has a feeling the "censorship" issue isn't as serious as Mr. Serling made it sound. "Advertisers usually are pretty good judges of what people want," he said. "They don't censor just to censor. Their name is attached to it, and they usually have good reasons—sound reasons, not capricious ones."

Defending the advertiser's participation in programming, Mr. Allport said advertisers are concerned with the highest degree of acceptance of tv and tv programming by the public. Noting that advertiser investment in time and talent in network tv alone amounted to $783,000,000 in 1959, he said he doubted that revenue to make tv possible could be raised from any other source.

■ A flareup occurred over his comment that advertisers might invest funds in other channels of communications "unless they were reasonably certain of a commensurate value." Several commissioners wanted to know if this was an "ultimatum" that advertisers would pull out of tv unless they could participate in programming.

But Mr. Allport assured them he was merely trying to make it clear that much of the value of tv, for some advertisers, comes from their identification with a particular program.

Mr. Simon shrugged off the censorship issue, too. He said tv networks and stations are like people operating a corner store. The advertiser looks at the merchandise and insists on alterations, or he won't buy. "There's nothing incompatible with the public interest in limited advertiser control," he said.

The AFA attorney firmly resisted suggestions from Chairman Doerfer that advertisers and other industry members could deal with "gray area" problems through codes involving disciplinary measures.

"Doesn't the attorney general's recent letter give you some comfort on this?" the FCC chairman asked. Mr. Simon begged off. "The letter is in the right direction, but it doesn't protect against private triple damage suits. An association always has to be careful when it tries to enforce something."

■ Chairman Doerfer's next series of questions dealt with the problem of getting faster action on ads involving complaints of one kind or other. Noting the long delay involved in government procedures, he asked, "How can we get at them promptly, efficiently and fairly?"

The FCC chairman expressed surprise when Mr. Simon said one approach which could be used on appropriate occasions would be through the use of the commission's investigatory power. "FTC used that several years ago when a trade association started a campaign hitting the idea, 'Your child may suffer if you don't have a tv,'" he explained.

"Within 72 hours after FTC issued a public announcement that it was investigating the ads, the campaign was withdrawn and the advertiser issued a public apology," Mr. Simon testified.

"Aren't you advocating regulation by investigation?" Chairman Doerfer asked. But Mr. Simon declared: "There is nothing penal about an investigation. A person who is being investigated enjoys the same rights as the investigator. He can stand up and tell the government to go to hell."

In a final series of questions, Chairman Doerfer asked whether Mr. Simon believes FCC ought to formulate rules or recommend ground rules to Congress.

"As far as advertising is concerned," Mr. Simon commented, "we have ground rules now. Any lawyer who reads Commerce Clearing House reports or the annual report of FTC has no trouble finding out what the ground rules are."

■ Mr. Cortney's testimony emphasized that tv is "unique." He said its impact on young people in particular is so important that it can't be regarded as "just another medium."

Arguing that the public's interest has to be put before the interest of the advertiser, he stressed that stations are licensed to the broadcasters, and they should be responsible.

"The advertiser has enough of a problem," he said, "just trying to keep his advertising honest." He reported that on occasion his agency has come to him and said, "'Why don't you make that kind of claim?' When I said that I wouldn't because it is not true, the agency says, 'But your competitor is making it.'

"I respect money," Mr. Cortney said, "but I do not expect it to be on the side of the angels. When we let advertisers participate in programming and determine the public interest, we create conflict in men's souls."

Commissioner John S. Cross wanted to know why Mr. Cortney believes programming would be any better if stations and networks had sole responsibility. "They would still want highest ratings," he noted. #

SCM introduces a new line of truly simplified automatic accounting machines!
NEW SCM "ACCOUNTANT" Full-text Typing Optional
SCM SMITH-CORONA MARCHANT INC.
DATA PROCESSING SYSTEMS DIVISION
Chicago Sales and Service Office: 301 E. Michigan Ave., Randolph 5-0852

FIRST AD—*Smith-Corona Marchant's new data processing systems division will run this 616-line ad in the Chicago Tribune, Boston Globe, Los Angeles Times, Washington Post, New York Times and San Francisco Chronicle Jan. 12. Alex T. Franz Inc., Chicago, which already handles SCM's Kleinschmidt division, has been named agency for the new division.*

Nielsen Network TV

Two Weeks Ending Dec. 6, 1959

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	19,402
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,201
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	15,308
4	Perry Mason Show (Several sponsors, CBS)	14,552
5	Maverick (Kaiser Industries, Drackett, ABC)	14,463
6	77 Sunset Strip (Several sponsors, ABC)	14,196
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	14,196
3	Danny Thomas Show (General Foods, CBS)	14,151
9	Father Knows Best (Lever, Scott Paper, CBS)	13,929
10	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,706

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	44.2
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	41.7
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	35.0
4	Perry Mason Show (Several sponsors, CBS)	34.2
5	Maverick (Kaiser Industries, Drackett, ABC)	33.9
6	77 Sunset Strip (Several sponsors, ABC)	33.0
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	32.7
8	Pro-Football Game-Sat. (Participating, CBS)	32.6
9	Danny Thomas Show (General Foods, CBS)	32.4
10	Father Knows Best (Lever, Scott Paper, CBS)	31.9

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	17,133
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	16,287
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	14,596
4	Danny Thomas Show (General Foods, CBS)	13,395
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	13,039
6	Father Knows Best (Lever, Scott Paper, CBS)	12,994
7	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	12,327
8	77 Sunset Strip (Several sponsors, ABC)	12,149
9	Ford Show (Ford, NBC)	12,060
10	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	12,015

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	39.2
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	37.1
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	33.4
4	Danny Thomas Show (General Foods, CBS)	30.6
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	30.0
6	Father Knows Best (Lever, Scott Paper, CBS)	29.8
7	Wanted, Dead or Alive (Brown & Williamson, Kimberly-Clark, CBS)	28.3
8	77 Sunset Strip (Several sponsors, ABC)	28.3
9	The Rifleman (Miles Labs, Procter & Gamble, Ralston, ABC)	28.1
10	Perry Mason Show (Several sponsors, CBS)	28.0

*Homes reached by all or any part of the program, except for homes viewing one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

FTC Shuns New Powers, Awaits Moves by FCC

(Continued from Page 1)

the needs for additional legislation."

■ In raising the issue with FTC on Nov. 22, Sen. Magnuson asked whether a deceptive tv program could be regarded as an unfair competitive device if it were one where the sponsor's name is constantly before the public. His letter described a situation like that which exists in many quiz shows or panel shows. In releasing FTC's answer today, Sen. Magnuson displayed impatience with FTC's position. He said, "We must not be delayed by long drawn out investigations when there seems to be ample evidence to justify action."

■ FTC's letter provided the senator with a behind-the-scenes glimpse of the excitement that arose within the commission at the height of the quiz show investigation last November.

At that time, Chairman Earl Kintner wrote, the radio-tv monitoring staff consisted of three attorneys, two advertising monitors and two clerical assistants. Only 20 to 25 complaints were being received monthly from the public, with respect to radio-tv commercials. Most surveillance for radio-tv was through the normal process of radio scripts submitted by stations and networks.

■ As a result of the hearings, the commission is now getting complaints at a rate of about 230 per month from the public. The staff of the monitoring unit here has been doubled, and additional investigators and seven trial attorneys have been assigned to the New York area solely on tv. Increased monitoring is also under way at all FTC field offices. In a three-week period during November, Chairman Kintner wrote, approximately 1,000 questionable tv commercials alone were selected by the augmented monitoring staff for full study to ascertain if corrective action was warranted. #

Universal Match to D'Arcy

Universal Match Corp., St. Louis, has appointed D'Arcy Advertising Co., St. Louis, to handle advertising and marketing programs for its match and armament divisions and its wholly owned subsidiaries. Gaynor & Ducas, New York, is the former agency of record.

Steel Pact Boosts Optimism at Home Furnishings Mart

New Twists: $295 Color TV Import; Pushbutton Moves; Fear of Boating

CHICAGO, Jan. 6—The steel strike settlement early this week removed the only serious cloud over the home furnishings industry's buoyancy and optimism evidenced at the International Home Furnishings Winter Market here this week.

All segments of the industry turned in good performances last year, seem to expect a prosperous 1960 and are edgy about only one thing—prices, which seem destined to go up.

■ Robert M. Buddington, vp of Inland Steel Co., told a press conference he "would be very surprised if the price of steel went up in the near future," but acknowledged this was a "loose guess."

Judson S. Sayre, president of Borg-Warner's Norge Sales Corp. division, said he suspects a steel price boost is coming and emphasized that appliance makers are operating on too close a margin to resist it. Economic laws must operate, he said, and consumers eventually will have to pay more for their appliances.

Price gains of 3% to 5% are also expected in case goods—bedroom and dining room furniture—but the consensus is this won't happen generally until the spring. As in other home furnishings areas, case goods makers appear loath to take any pricing step that might burst the sales bubble that swelled in 1959.

■ The specific gains by the radio-tv and appliance industries in 1959, according to Carl E. Lantz, Admiral Corp. vp in charge of sales, were as follows:

• Tv receivers—Factory sales in '59 exceeded 6,000,000 units, about 1,000,000 higher than the '58 figure.

• Radios—Factory sales, excluding car radios, reached about 10,000,000 units of all types in '59, about 25% ahead of the '58 record.

• Refrigerators—3,750,000 units were sold in '59, the best year since 1955 when 4,200,000 units were sold.

• Freezers—Preliminary reports suggest sales will reach 1,200,000 units in 1959, beating the previous sales record, set in 1952, by about 50,000 units.

• Electric ranges—The built-in and free-standing ranges combined moved at their best pace since 1950, with a 1959 sales record of about 1,700,000 units.

• Air conditioners—About 1,800,000 units were sold at factory level in 1959.

■ In the home laundry department, an over-all 9% gain in unit sales over 1958 is reported by the American Home Laundry Manufacturers' Assn.

Washer sales in units totaled 2,980,000, 8% above '58; combination washer and dryer sales in units totaled 200,000, 19% above '58; electric dryer sales totaled 920,000 units, 12% above '58, and gas dryer sales hit 480,000 units, a 26% gain above the '58 record. The association predicts an overall gain of 4% for 1960 for these units.

In furniture, the National Retail Furniture Assn. says 1959 sales were about 8% above '58, and it predicts about a 7% gain for 1960. In floor covering, the American Carpet Institute says 1959 sales of all kinds of carpets rolled up a 23% gain over '58, and it expects to see at least a 5% gain in 1960.

■ In the radio-tv and appliance area, manufacturers are placing much of their 1960 sales hopes on product innovations and variations, some of them continuing trends, some of them new at this market, some just being shown but still in the experimental stage.

Here are some highlights in the various product areas.

Tv Receivers

The 23" receiver tube is solidly established throughout the industry as the hottest mover. Motorola, Philco, RCA, Sylvania and Zenith have all added 23" tubes to their lines at this market.

Sylvania has added wireless remote control to three of its receiver units. This kind of control now is almost standard in the industry.

Color tv hasn't yet caught fire, but some dealers are still doing a thriving business with it. Reports of an impending invasion by a Japanese color tv set at about $295, $200 under RCA's lowest price, were greeted by dealers with a "wait and see" attitude.

Westinghouse is showing a 3D tv unit involving special viewing pieces, all very experimental. The company also is exhibiting a tv unit that is portable in the sense that the rather large power plant is portable—also not on the market at this point.

Refrigerators

Westinghouse is exhibiting a new unit with a drawer for meats and vegetables placed between the upper refrigerator and the lower freezer units. The public will learn about it in a March 29 spread in *The Saturday Evening Post* and via an April 1 "Desilu" television special. Other media on Westinghouse's schedule on the drawer unit are *Good Housekeeping, Life, Progressive Farmer* and *Successful Farming*.

The unit will sell for roughly $100 more than a similar non-drawer unit, according to W. Ross Arbuckle, Westinghouse's product manager on refrigerators and freezers.

Norge introduced its first gas refrigerator, manufacturing of which starts late in January. No prices have been mentioned yet. Norge is promoting three features in the rest of its refrigerator line: a Never-D-Frost section, an automatic cube-making section and the two-door principle in general.

Home Laundries

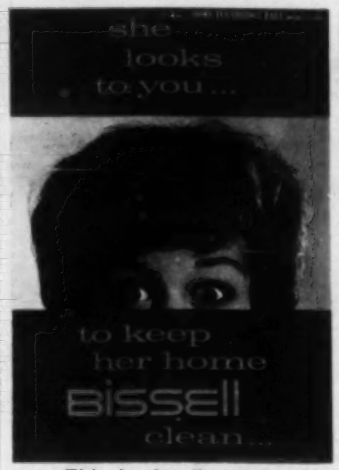
Maytag has come out with a trend-reversing washer that reduces the control panel to a simple line of ten pushbuttons. It's intended to simplify the wash planning operation.

Easy, always a strong booster of combination units, has come out with an electric Combomatic selling for $429, about $40 less than a comparable unit shown here a year ago. The gas counterpart of the new unit sells for $359.

Hotpoint is exhibiting a stylish but still experimental home laundry unit putting a separate washer and a tall narrow dryer unit into the same cabinet.

Dish Washers

Waste King Corp., Los Angeles, and its subsidiary, Cribben & Sexton Co., manufacturer of dishwashers and dryers, an electronic oven and both electric and gas ranges, will henceforth market all products under the name Waste King Universal. The move coincides with a merging of the marketing operations of both parent and subsidiary companies under the direction of A. L. Haggard, marketing vp.



FIRST—*This is the first page of a 12-page color insert for Bissell Inc. which will appear in Home Furnishings Daily Jan. 11, the opening day of the winter National Housewares Show in Chicago. Clinton E. Frank Inc., Chicago, is the agency.*

Furniture

Kroehler Mfg. Co., the biggest regular advertiser in the furniture field (Henri, Hurst & McDonald, Chicago), is shifting its 1960 ad schedule more toward the shelter publications and away from general ones.

New books on the schedule this year are *Ebony* and *True Story*. Others are *Better Homes & Gardens, Farm Journal, House & Garden, House Beautiful, Life, Living for Young Homemakers, Look* and *Successful Farming*.

Kroehler's merchandising manager, R. E. Burow, told a press meeting that the furniture industry is in for relatively prosperous times in the 1960s. But he emphasized that industries like boating and hi-fi are posing special competition to the whole furniture industry for the consumer dollar. He said furniture manufacturers' national advertising must be made more exciting to meet this kind of competition.

■ In other market developments, plans were announced for a greatly enlarged International Home Furnishings Market this summer when, for the first time, the Chicago Assn. of Commerce & Industry's International Trade Fair at Navy Pier will be tied in with the regular market.

Combined with the American Furniture Mart and the Merchandise Mart (regular sites of these markets), the Navy Pier offering of imported home furnishings, giftware and art objects will bring the total of merchandise being shown to buyers at the market to a value of more than $50,000,000, "the largest marketing event in U.S. history," CACI says.

Though its ad plans to attract buyers haven't been settled, the association is expected to spend in trade papers well over the $50,000 it spent on last year's event through J. Walter Thompson Co., Chicago, which then handled the show advertising. Marsteller, Rickard, Gebhardt & Reed, Chicago, now handles the account.

■ In the kudos department, the Dorothy Dawe awards for distinguished journalistic service to the home furnishings industry went this year to representatives of *Better Homes & Gardens; Houston Chronicle; Nashville Tennessean; Daily Record*, Middleton, N.Y., and the Home Furnishings Industry Committee (an industry-supported publicity organization). #

Leo Burnett Boosts Jones

Leo Burnett Co., Chicago, has appointed Vaughn M. Jones vp in charge of service and print production. Mr. Jones, who joined Burnett in 1949, was formerly manager of the service department.

Department Store Sales . . .

Retailers Wind Up Prosperous '59

WASHINGTON, Jan. 7—Department store sales, which have fared well throughout 1959, wound up the year on a prosperous note. For the week ended Jan. 2—the week following Christmas—sales were 9% ahead of the similar week of 1958, the Federal Reserve Board reported today. Sales for the four weeks to that date were 8% ahead of the like period in '58, and year-to-date sales were 7% ahead of 1958.

■ None of the 12 FRB districts reported losses for the one week. Only Richmond reported no change. Kansas City had the top gain: 24%. The others reported gains as follows: St. Louis, 16%; Dallas and Philadelphia, 13%; San Francisco, 8%; New York, 7%; Boston and Minneapolis, 6%; Cleveland and Chicago, 5%, and Atlanta, 3%.

A detailed breakdown of these sales for the week will be available next week. For the previous two weeks, sales broke down as follows:

Federal Reserve District, Area, and City	% change from '58 Week ending Dec. 19	Dec. 26*
UNITED STATES	+ 5	+20
Boston District	+ 5	+20
Metropolitan Areas		
Boston	+ 6	+21
Downtown Boston	+ 4	+18
Suburban Boston	+ 9	+25
Cambridge	+ 8	+22
Quincy	+ 5	+20
Lowell	— 3	+23
City		
Springfield	+ 1	+16
New York District	+ 8	+20
Metropolitan Areas		
Buffalo	r+ 8	+16
New York-N.E. New Jersey	r+ 9	+21
Newark	— 1	+14
New York	r+ 5	+20
Rochester	+ 3	+15
Syracuse	+ 5	+20
Philadelphia District	+ 5	+17
Metropolitan Areas		
Wilmington	r+11	+15
Trenton	+ 8	+22
Lancaster	r+12	+21
Philadelphia	+ 5	+17
Reading	+ 1	+26
Scranton	+ 1	+19
Wilkes-Barre—Hazleton	r+ 3	+18
Cleveland District	+ 5	+19
Metropolitan Areas		
Lexington	+ 1	+18
Akron	+ 2	+18
Canton	+ 2	+18
Cincinnati	+ 7	+21
Cleveland	+ 6	+21
Downtown Cleveland	+ 4	+17
Columbus	+ 3	+15
Springfield	+11	+19
Youngstown	+ 5	+22
Erie	+7	+12
Pittsburgh	+ 7	+17
Downtown Pittsburgh	+ 6	+16
Wheeling	— 6	+ 5
Richmond District	r 0	+16
Metropolitan Areas		
Washington	+ 4	+23
Downtown Washington	r— 3	+16
Baltimore	— 2	+ 6
Downtown Baltimore	—11	— 2
Richmond	— 3	+14
Atlanta District	+ 3	+22
Metropolitan Areas		
Birmingham	r— 6	+17
Mobile	0	+18
Jacksonville	r+17	+44
Miami	+ 5	+17
Tampa-St. Petersburg	+12	+26
Atlanta	+ 7	+29
Augusta	+10	+36
Columbus	— 2	+14
New Orleans	+ 1	+21
Knoxville	r+ 5	+15
Cities		
Central Atlanta	—13	+ 2
Miami-Downtown	r+ 3	+14
Chicago District	+ 3	+19
Metropolitan Areas		
Chicago	— 2	+14
Indianapolis	+ 2	+13
Detroit	+ 9	+30
Grand Rapids	+ 5	+22
Milwaukee	+ 7	+19
St. Louis District	+ 1	+16
Metropolitan Areas		
Little Rock	— 8	+13
Louisville	+ 6	+29
St. Louis	+ 3	+13
Memphis	— 4	+17
Minneapolis District	+ 1	+19
Metropolitan Areas		
Mpls.—St. Paul	+ 1	+19
Mpls. and Suburbs	+ 1	+19
St. Paul	+ 2	+18
Cities		
Duluth-Superior	r+ 3	+28
Kansas City District	— 1	+13
Metropolitan Areas		
Denver	+ 2	+16
Topeka	— 3	+15
Wichita	— 6	+ 2
Kansas City	0	+17
Downtown Kansas City	— 2	+13
St. Joseph	— 2	+ 9
Lincoln	+ 1	+ 9
Albuquerque	0	**
Oklahoma City	— 6	+11
Tulsa	— 8	+13
City		
Joplin	r— 9	+ 9
Dallas District	+ 5	+23
Metropolitan Areas		
Dallas	+10	+30
El Paso	— 7	+ 9
Fort Worth	— 1	+12
Houston	+ 8	+28
San Antonio	+ 2	+18
San Francisco District	+ 6	r+21
Metropolitan Areas		
Los Angeles-Long Beach	+ 8	+22
Downtown Los Angeles	+ 3	+10
Westside Los Angeles	+ 6	+18
Sacramento	+10	+22
San Diego	+ 9	+21
San Francisco-Oakland	+ 4	+21
San Francisco City	+ 4	+20
Oakland	— 1	+15
San Jose	+ 9	+31
Portland	+ 7	+17
Salt Lake City	+ 4	+24
Seattle	— 2	+19
Spokane	— 1	+17
Tacoma	+18	+16

r—Revised. **Data not available.
* The large increases shown for this week reflect in part the fact that this year Christmas was on Friday and the week therefore included 4 days of heavy pre-Christmas shopping; in the corresponding week last year Christmas was on Thursday.

Norris Moves from Calvert to BBDO; Agency Names 3 VPs

NEW YORK, Jan. 6—Batten, Barton, Durstine & Osborn has added three new names to the vp ranks: Richard Mercer and Harold Longman, tv-radio copy supervisors, and E. E. Norris, account group head.

Richard Mercer

Mr. Norris is a newcomer at the agency. He came to BBDO in December, 1959, from Calvert Distilling Co., where he was vp and director of advertising and sales promotion. Before that he was with Benton & Bowles and Young & Rubicam.

Mr. Mercer was with WCTC, New Brunswick, N. J., before joining BBDO in 1949. He was promoted to supervisor after serving as a broadcast copywriter on a number of accounts. Mr. Longman joined BBDO five years ago, after having worked with several agencies. He has been assigned to a number of accounts, including General Mills, Du Pont, Bristol-Myers and Coty. #

E. E. Norris

Harold Longman

Bronson Plans Big Ad Push

Bronson Reel Co., Bronson, Mich., will use increased space in trade and consumer publications in 1960 to feature its Dart 905 spin casting reel. Beginning in April six weekly insertions will be placed in *The American Weekly, Parade* and *This Week Magazine*. Two-color pages are scheduled for *Hardware & Housewares, Fishing Tackle Trade News, Sporting Goods Dealer, Sports Age, Sporting Goods Products* and *Southern Hardware*. In consumer publications, Bronson has doubled its list used in 1959 to a total of 20.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

ADVERTISING SALES

If you are an aggressive salesman, good closer, sold business magazine advertising and ambitious to get ahead, we have a real opportunity and permanence for you in our Cleveland office. Building publication with an old and respected large multiple publishers of business magazine. Salary, incentive, commission and expenses. Send complete resume to

Box 3280, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD PRODUCTION ASSISTANT, ARE YOU TALL

on potential, but short on opportunity? This young, aggressive, growing agency needs enthusiastic man (or woman) with administrative talent and some knowledge of graphic arts production . . . plus ability to grow with job. Interested? Send resume, including salary requirements, pronto, to **HOBBIN ASSOCIATES, INC., 308 Old Town Bank Bldg. Baltimore 2, Md.** All replies confidential.

FREE LANCE. Quality writers, for trade paper based in New York as well as all other parts of country.

Box 3285, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

MAIL ORDER CATALOG EXECUTIVE

This very successful gift wholesaler operation needs an all-around professional mail order executive. He will institute and operate a related consumer mail order catalog facility. We have the tools and desire; we need the right engineer. Applicant should have at least 8 years top rung experience with first rate similar operation. Salary commensurate with background plus generous incentive. Potential unlimited. Write fully:

Box 3289, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECTOR OF PROMOTION - DIRECT MAIL & JRNL ADVERTISING

A creative, dynamic executive is sought for Director of Promotion of a dynamic ethical pharmaceutical organization with sales approaching $10 million and continued rapid growth. Copy background, company or agency, would be helpful. Full responsibility as Director of Department with opportunity to develop techniques and organization. Creative planning, directing and integrating of direct mail and other media with sales promotion. Advancement potentials excellent including vice-presidency. All our personnel have been informed of this advertisement. Salary open. Mail resume to

Box 3270, ADVERTISING AGE
630 Third Ave., New York 17, New York

OPPORTUNITY IN OUTDOOR ADVERTISING

Current expansion in the nation's fastest growing outdoor advertising company has created excellent opportunities for salesmen in three Naegele Markets.
Knowledge of the medium and an ability to put it to work in behalf of our clients essential.
Younger men with management potential preferred.
Send confidential inquiry to **Charles B. Burkhart, President, Naegele Advertising Companies, Inc., 4550 West Wisconsin Avenue, Milwaukee 1, Wisconsin**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

HELP WANTED

ADVERTISING SALES OPPORTUNITY

SELL media values and marketing opportunities to present and prospective advertisers and their agencies. Manage established Midwest territory for leading magazines in field.
Here are some of the requirements . . .
1. Young (26-40)
2. Intelligent
3. Experienced (2-10 years in advertising, sales or marketing)
4. Hard working (We have found no short cuts)
5. Creative (It still takes ideas)

If you fit these requirements, write TODAY, detailing how well you fit them. Give all necessary facts in your first letter. Replies confidential, of course.

Box 3273, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ARTIST

MAN Age not important, but ability to make good, fast and imaginative retail, trade and consumer advertising layouts is. The person who has above qualities mixed with finished art ability and a flair for lettering will get top consideration. Opening is immediate and permanent in a fast growing Chicago Agency. Starting salary dependent on demonstrated abilities and previous experience. Investigate this opening by writing:

Box 3286, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING AGENCY COPYWRITER

We're a congenial, long-established, print-oriented Baltimore 4-A agency with a high standard of professional workmanship and a home-like office building to which you can drive from the country in less than 20 minutes. If you have the professional style, the versatility and the solid agency experience we need, we can offer you a real opportunity. Send resume, samples of some of your best efforts and salary requirements with your letter to

Box 3147, ADVERTISING AGE
630 Third Ave., New York 17, New York

TECHNICAL WRITER WANTED who has had experience in preparing catalogs, advertisements and other advertising material for industrial products or who has a good technical background, has writing ability, and wants a career in the industrial advertising field. At least three years of college with courses in engineering. Good opportunity offered to the right man. Man selected will be given careful training in all phases of industrial advertising. In your letter of application give age, education, and positions held. **Write to G. P. Lonergan, Sales Promotion Manager, The Bristol Company, Waterbury 20, Conn.**

We are looking for an **ACCOUNT-SALES-EXECUTIVE** with billing who is looking for increased earning power with unlimited potential.
The man we want knows how to sell art and photography. He'll work for one of the Midwest's largest photographic and art studios. As a selling point to his established clients and new clientele, he'll be able to talk about complete studio facilities under one roof . . . layout, illustrative photography, retouching, and assembly. He'll also be able to boast about a top flight location division that will go anywhere in the United States or Canada to do a job, and do it well. Because you'll be with a real leader in the photographic and art field, we want a real leader in the selling field. All replies will be kept confidential. Our employees are aware of this ad. Send complete resume in first letter.

Box 3272, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

EDITOR: To handle industrial news departments and articles for magazines serving metalworking industries. Send resume and samples to **Huebner Publications, Inc., P. O. Box 3505, Cleveland 18, Ohio.**

SPACE SALESMAN. Detroit office of company with several related publications needs additional man to complete its staff. Good salary and opportunity.

Box 3271, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

POSITIONS WANTED

Hard hitting and successful space salesman, managerial level. Past history of producing big billings. Will travel. Salary or commission. Available immediately. **Harold Tucker, 69 Fairmount Ave., Clifton, New Jersey.**

Competent, personable young woman currently media supervisor 4A medium size agency seeks bigger opportunity with agency or advertiser.

Box 3280, ADVERTISING AGE
630 Third Ave., New York 17, New York

TO AN EASTERN FIRM OR AGENCY SEEKING AN ADV-MARKETING MAN 13 creative & admin. yrs for 2 national food-beverage mfgrs. (Pa. and Chicago) 36. Married. Art grad., too. $10,000.

Box 3281, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATION SALES MANAGER

Experienced advertising salesman with unusually fine sales performance in highly competitive field interested in sales manager spot. Excellent record in cracking new accounts & developing full potential of current advertisers. Good analyzer of problem accounts. Hard worker, conscientious and works well with people. Prefer to associate with progressive growing publisher where advancement and compensation will be determined by results. Willing to relocate.

Box 3282, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING/SALES PROMOTION MGR.

7-years industrial and 4A agency experience: national campaigns, dealer and sales aids, consumer-trade copy, pop promotions, production. Former S/P supvsr and ass't mgr. for leading mfrs, including cosmetics and hard goods. Excellent references. Salary range: $13,000 - $14,000.

Box 3274, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLIC RELATIONS executive, 52, with outstanding record, seeks hard work. Top writer, editor, manager; healthy, enthusiastic, versatile.

Box 3275, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXP. SPACE SALES

6 yrs. major midwest newspaper, agency and consumer mfg. exper. Age 31. Single. Prefer Chicago location. Resume on request.

Box 3276, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ATT'N: S. Calif. Publishers! At Age 35 I have 10 yrs. exp. as pub., ed., adv. sales, prod., circ. It'll pay you to write: **C. C. Lang, 1123 E. Comstock, Glendora, Cal. (ED 5-4790)**

Mediocrity is NOT my Business

12-year track record in copy, media, public and personal relations proves it. Hits have been unique—often envied. Misses glaring—but never dull. Seek home with aggressive advertiser or agency. Remuneration, realistic . . . Results, guaranteed. P.S. Female—and proud of it!

Box 869, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

PUBLICITY— SALES PROMOTION

National manufacturer with headquarters in Chicago in the food-beverage field has an exceptional opportunity for a young man experienced in:

- creating and directing publicity to trade journals
- creating direct mail programs to prospective and existing clients
- developing sales promotion tools in the food or beverage field

Right man will have excellent future with growing company. Good salary and fringe benefits. Send complete resume of educational and job experience as well as salary requirements. All replies confidential.

Box 862, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Ambitious, creative minded young man. Single, 24, personable, alert and mature. Seeks starting position toward challenging with advertiser or agency. B.A. degree (U of Ky.). Experience in industrial, food & retail sales; also some writing & PR work. I'm hungry to toil.

Box 3277, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinios

MKTG & MERCHANDISING SPECIALIST—SPACE REPRESENTATIVE—PR MAN

Former merchandise mgr US Rubber Co. Presentations given at highest level. 10 yrs. sales-success bkgrnd. Age 36. Looking for solid association with growth.

Box 3278, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION—FREE-LANCE

Copy, concepts, campaigns . . . ads, mailers, catalogs, newsletters, presentations, name it . . . fast, fresh, finished, fruitful . . . firm estimates . . . Free Fact File: **MU 3-1455, the copy shop, 270 Madison Ave., NYC 16.**

PUBLICITY WRITER WHO CAN WRITE. Six years writing all releases— — —, published Times, Tribune, elsewhere. New York only.

Box 3279, ADVERTISING AGE
630 Third Ave., New York 17, New York

MAKE MINE HOT!
Northern 4A Ad Man Has Had It!

Top ad man will trade money for climate. Now earns over 20 as Acct Supervisor, big natl adv. Exp: Industrial & Consumer hard goods, food, electronics, paint, appliances for mfgr, retail, agency. Age: 40 Married. Available first thaw.

Box 3283, ADVERTISING AGE
630 Third Ave., New York 17, New York

HIGHLY CREATIVE A.D. AVAILABLE Seasoned pro, experienced in all media with top agency. Seeks new challenge and growth opportunity with agency that needs tops in Art Direction.

Box 3209, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CHEAP! FREE-LANCE COPYWRITING Agencies . . Ad Managers . . Art Studios: Call me for "rush hour" copywriting service. Versatile, professional, reasonable. Top references, samples. **NA2-6355. (Chgo)**

ADVERTISING-SALES PROMOTION

Industrial/Institutional products or services . . . 8 years agency and advertiser experience with solid copy background, heavy on media and production. Sales experience, trade shows, promotion materials for a wide variety of products. Age, 30, creative and aggressive. Salary dependent on location and opportunity.

Box 3287, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

1960 OPPORTUNITIES!

MARKETING DIRECTOR .....$20,000+
Solid B/G in heavy & light industrials with ad agency or advertiser.
RESEARCH DIRECTOR .....$25,000+
Versatile top-drawer B/G in consumer goods with agency or advertiser.
ACCOUNT EXECUTIVE .....Salary Open
Strong B/G in capital goods, construction equipment and/or metal working areas. Must be solid in copy & plans.
MARKET RESEARCH ANALYST ..to $12,000
B/G in hard lines or consumer durables.
TV-RADIO TIME BUYER .....Salary Open
2-5 years agency B/G in buying, research & administrative phases.
MARKET RESEARCH DIRECTOR to $12,500
B/G in consumer durables or hard lines.
ASS'T ACCOUNT EXECUTIVE...to $ 9,000
B/G in hard lines & light industrials.
ACCOUNT EXECUTIVE .....to $12,000
B/G in food and/or beer.
PROMOTION MANAGER .....to $17,000
Versatile ad, promotion & P/R experience in ethical pharmaceutics & proprietaries.
ADVERTISING MANAGER .....$ 9,000
B/G in Food and Grocery Items.
WRITER-CONTACT MAN .....$ 8,500
B/G in audio-visual aids & print material for training, promotion & merchandising programs.

If qualified and interested, contact me in absolute confidence.

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg. Chicago FI 6-9400

POSITIONS WANTED

INDUSTRIAL ADV. MGR., OR A.E.

Eight years experience in most phases of advertising agency operations, from production to account handling. Hard working and not afraid of long hours. 29, married, one child, will relocate.

Box 3284, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Want **REPS** who call on Sales Promotion Managers of National Advertisers and Chain Stores to carry well-established and best line of DISPLAY TURNTABLES at lowest prices. Advertised in Display World, Advertising Requirements, Spot, etc., and mailing list of 5,000.

ELECTRO-MOTION CORP.
BUCHANAN, N.Y. PEekskill 9-1406

REPRESENTATIVES AVAILABLE

MEDIA REPRESENTATIVE

Established representative would like proven publication. Consumer and industrial experience. Travel all New England. Thorough knowledge agencies, advertisers and territory. Salary or commission.

Box 3285, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

PROMOTIONAL MINDED EXECUTIVE needed to expand Personnel Research Services and Publications. Exceptional potential. Non-competitive. Write **Personnel Research, Box 38311, Los Angeles 38, or HO. 5-3903 A.M.**

MISCELLANEOUS

SPECIALTY NEWSPAPER, covering entertainment field. Only one of its kind in area. Covers 3 Southern Calif. Counties. **View Publishing Co., 218 S. Riverside Ave., Rialto, Calif.**

EXPERIENCED SPACE SALESMAN

12 years selling in Ohio, Western Penn. Proven excellent sales record both business trade and consumer. Top level contacts in agencies or accounts. Commission, prefer salary.

Box 871, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BE ONE OF FOUR

If you are a bearcat on detail, a writer of some competence, a practical visualizer, a solid-citizen-type adman with the ability to talk with and help clients—in short, if you can shoulder the responsibility of being one of four AEs in a well-established, highly respected Connecticut agency, we would like to see your picture and resume. An attractive salary and private office are waiting now for the right man to respond.

Box 877, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

OPPORTUNITY
for a copywriter who wants more recognition and room for growth

Financially stable agency staffed with congenial people has an opening for an imaginative writer.
The city is Syracuse, New York, which has been called one of the fastest growing communities in the country. A pleasant University town with excellent diversification of industry.
The job starts with writing, but can develop fast into account handling and other important areas.
In this agency you can grow into participation status, with virtually no ceiling on income if you can display initiative, ambition, and drive.
Write fully in confidence—send one or two samples, and present salary requirement to

President
SPITZ ADVERTISING AGENCY
530 Oak Street, Syracuse, N. Y.

Jim Woolf seeks creative director for growing San Diego agency.

I have been commissioned to find a Creative Director for an aggressive and rapidly expanding San Diego agency. Age 35 to 55 years. Experienced in heading up planning, copy, art, radio, television. Local and regional accounts. Salary $20,000 to $25,000 plus future opportunity to share in stock ownership, depending on ability and experience of applicant. I have personally investigated this agency and believe it to be one of the best in Southern California with great opportunity for future growth. Send complete resume (no photos or samples) to **James D. Woolf, P.O. Box 573, Santa Fe, New Mexico**

TRAFFIC MANAGER WANTED

Ours is a dynamic young organization, a ten year old financial agency that creates and produces advertising programs for banks. We have our own new air-conditioned building 15 minutes from downtown Boston. The man we are looking for should have an agency background and experience in organizing as well as supervising as traffic will be his prime responsibility. This is truly an unusual opportunity for an experienced man to get in on the ground floor of a rapidly expanding firm that has recently doubled its internal office staff because of its growth in 1959 alone. Because this company is up to date in all respects it offers the unusual in extra benefits, too. Salary is open. If you are interested, write in confidence to 'Vice President', Box 870, Advertising Age, 630 Third Avenue, New York 17, New York.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

SPACE SALESMAN NEEDED

Top industrial magazine requires two experienced salesmen for Pittsburgh and Chicago areas, respectively. Immediate golden opportunity. Send complete resume. Confidential.

Box 874, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MARKETING EXECUTIVE

Young executive offers you creative, sales-proven record. Five years solid experience with major ad agency and leading mfr. Specialist in mktg, merchandising and all phases of advtg—sales promotion. Desires challenging position leading to mgt.

Box 876, ADVERTISING AGE
630 Third Avenue, New York 17, New York

Opportunity for man—25-30—to train as assistant sales manager of national organization in industrial field. Should now be assistant advertising manager or merchandising manager. Drug, pharmaceutical, or surgical dressing field would be considered good background. Should have experience in copy writing, market research. Willing to travel - preferred but not essential—Midwest location—salary open—our employees know of this opening.

Box 867, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ACCT. SUPERVISOR, heavy exper. traffic appliances. Strong in mktg., merchandising. $25-30M
ACCT. SUPERVISOR, overseas advertising (Europe, S. America), U.S.-based. Will serve important present accounts, help get others. Mktg.-minded. to $22M
AE, merchandising-type, traffic appliances. Heavy field exp. $20-22M
AE, supervisor's right hand, traffic appliances. $15 to 20M

GLADER CORPORATION

Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

For Sale
Unusual and Unopposed
PUBLISHING COMPANY
(available due to owner's ill health)

Products serve . . . Banks, Mortgage Co.'s, Savings and Loan Assocs., Real Estate Co.'s, Farm—Ranch and home owners. Est'd, 1927.
All products up to date. No compiling costs.
Potential over a million dollars a yr. Business has been neglected the last five yrs. due to age and illness.
Now grossing $95,000.00 yr.—netting $65,000.00—Something to think about! Overhead expenses negligible. Can be directed from any locality. $150,000 will handle. Telephone John Yeager for details and appt. GRaceland 7-3200, Chicago, Ill.

TOP MERCHANDISER AVAILABLE!

Vice President of well-known graphic arts organization seeks broader horizons after a continuous 30-year association. Solid history in planning, creating and producing sales promotion and merchandising materials. Heavy in mail order catalogs and inserts. A really top-flight 48-year old executive.

For confidential particulars, contact:

GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 East Madison St. Chicago 2, Illinois

ADVERTISING ASSISTANT

Large Chicago-based food manufacturer needs Advertising Assistant for multi-million dollar budget. Prefer Agency experience. Creative, ambitious, able to work with people. Man we seek may now be traffic or merchandising man with large Agency. AGE 25-30. Great opportunity. Fine company. Send complete resume. Salary $6500.

Box 868, Advertising Age
200 E. Illinois St.,
Chicago 11, Illinois

Albert Lasker Medical Awards Competition Opens

Competition for the 11th annual Albert Lasker Medical Journalism Awards for outstanding medical news reporting in newspapers, magazines and broadcasting during 1959 is now open. Entry deadline for the competition, sponsored by the Albert and Mary Lasker Foundation, New York, is Feb. 8. Stories, articles and programs appearing during 1959 which dealt with the major killing or crippling diseases and public health problems in these areas (cancer, heart diseases, mental illness, arthritis and neurological diseases) are eligible for submission.

here's your COMPLETE AD MGR.

I can make and save money for you. Developed into top advertising executive through 22 years experience with 4-A agencies and national advertisers. Depth in creative work, marketing, merchandising, sales pomotion and publicity Former NYC agency VP and copy chief. Experienced in media, research, production costs. Know how to get top work from any ad agency.

Box 872, Advertising Age
630 Third Avenue, New York, New York

WANTED
Unhappy Advertising Account Executive - Space Salesman

Fit this picture? Unhappy because you're not getting any place (position and moneywise)—age 30 to 40—good educational background—able to handle men—basically a hard hitting salesman—hungry to learn and earn more?

If you want challenge to use abilities as territorial sales executive with national distributor of leading Boston mutual investment fund, write and await phone call.

Box 875, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INDUSTRIAL ADVERTISING OPPORTUNITY

Agency or key account executive with substantial industrial billing. Large national agency with considerable number of industrial accounts wishes to expand in this area by consolidation of existing agency on extremely attractive basis or by locating top level industrial account executive with sizeable billings to head up our operation. This is an unusual opportunity for the right agency or the right man. Write in confidence to Box 873, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

RORSCHACH TEST
(Time: 27 seconds)

See a butterfly and your clients may flit away. Recognize the S.E. then you know its *double* importance today in marketing.

If you are thinking about establishing a branch office or expanding in this area, you'll want to talk to a southern-oriented AE with solid agency exp.

Sensible salary requirements with bkgd. in auto, Ag and food that's merchandisable to your clients.

WRITE—
A.E. Box 7563
Station "C", Atlanta 9, Ga.

Steel Shortage Over, Auto Men Eye Record Sales

Ford Was Top Make in '59; Rambler, Pontiac Score Impressive Gains

DETROIT, Jan. 6—The auto industry revived dramatically when the steel strike was settled this week. With production plans dusted off, the auto makers are thawing advertising schedules which were frozen last October and November, when many assembly lines closed down because of steel shortages.

Detroit expects to produce 2,240,800 passenger cars in the first quarter of 1960. If it does, it will beat the first-quarter record it set in 1955—a banner year—when it produced 2,219,000 cars.

"Ward's Automotive Reports" estimates the new compact cars will account for 149,000, or 41%, of the January production. Of the quarter total, 515,000 will probably be compacts, including a few Comets to be sold via Ford's Mercury division.

■ Auto executives expect total passenger car sales in 1960 to go up to 7,500,000, barring further troubles with labor. However, this seems unlikely, since auto union contracts do not come up for bargaining this year.

Of the 1960 sales figure, imports—which have held or improved sales positions despite compact car competition—will probably account for 500,000 cars.

Final official production figures from the auto companies and the Automobile Manufacturers Assn. put Ford 100,000 cars ahead of Chevrolet in production. During the time when Chevrolet—which led in 1958—had to shut down assembly, Ford was able to continue curtailed production with steel from its own mill.

■ Plymouth continued in third place, Rambler took fourth place and Pontiac was fifth.

Sales for the first 10 months of 1959 as indicated by new car registrations put Chevrolet, with 1,274,184 registrations, ahead of Ford by about 50,000 cars. Pontiac was third, Plymouth fourth and Oldsmobile fifth, followed (in order) by Rambler, Buick, Mercury, Dodge, Cadillac, Studebaker, Chrysler, DeSoto, Edsel, Lincoln and Mercury.

Production rankings and figures for 1959, with comparative 1958 figure and '58 ranking in parentheses, are shown below:

	1959	1958
1. Ford	1,528,592*	1,038,560 (2)
2. Chevrolet	1,428,980*	1,255,983 (1)
3. Plymouth	413,204*	366,758 (3)
4. Rambler	401,446	217,332 (7)
5. Pontiac	388,856	219 826 (6)
6. Oldsmobile	366.305	310,795 (4)
7. Buick	232.579	257,125 (5)
8. Dodge	192.798*	114.655 (10)
9. Mercury	156 765	128,428 (8)
10. Studebaker-Packard (Lark)	153 844	56 920 (11)
11. Cadillac	138 527	125 501 (9)
12. Chrysler	69,411	49.505 (12)
13. De Soto	41,423	36,700 (13)
14. Lincoln	30 373	25 871 (15)
15. Edsel	29 667	26.563 (14)
16. Imperial	20,963	13,673 (16)

*Ford includes Falcon, Chevrolet includes Corvair, Plymouth includes Valiant, and Dodge includes Dart, in 1959 figures.

Jones Joins 'Philly News'

John E. Jones, former classified ad manager of the *Citizen* and *Times*, Asheville, N. C., has been named classified ad manager of the *Philadelphia Daily News*.

FATHER & SON—*Robert E. Jaqua, president (left), Jaqua Co., Grand Rapids, Mich., was among 13 employes of the agency honored for five, 10, 15 and 20 years of service with the agency. Here, Mr. Jaqua receives a 20-year pin from his father, Chester A., who founded the agency and is still a member of the board.*

Youngberg Joins Long

John Youngberg has joined Long Advertising, St. Paul-Minneapolis, as an account executive. Mr. Youngberg was formerly an account executive at WISK, St. Paul-Minneapolis.

Jamian Adds Two Accounts

Jamian Advertising & Publicity, New York, has been named to handle advertising for B. L. Marble Co., Bedford, O., office furniture manufacturer, and Vinyl Wall Ltd., New York.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 177,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday, 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size, and frequency apply.

I am enclosing $_____

My Name _____

Street _____

City _____ Z___ State _____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Chemical Field Should Use Institution Ads to Hold Public Faith, Jones Says

Business Paper Use Is Vital, but Broader Aim Needed: Agency Exec

NEW YORK, Jan. 5—Chemical industry advertisers were urged today to do "truly" institutional advertising because no other commercial endeavor "depends so largely on public faith."

Ernest Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich., also told the Synthetic Organic Chemical Manufacturers Assn. that "products change, men pass on, markets disappear; the constant factor in any business is its reputation."

Mr. Jones said the chemical business supports the heaviest trade paper schedule of any U. S. industry. He called this "a necessary but limited form of communication, inexpensive in the unit but often startling in total cost.

"Now I most certainly am not downgrading trade media," he continued, adding that they are "the bone and sinew of any industrial advertising effort, particularly in the chemical field where products so often move into market via second, third and fourth parties and in complete disguise.

"My agency was, I believe, the third or fourth in industrial advertising volume last year. But we realize that industrial advertising cannot stand alone in today's complex market. And I think trade publishers will agree with that statement," he said.

■ Earlier, Mr. Jones said the chemical industry's advertising dollar is called upon to do many things—maintain markets, support fabricators, chaperone new products, support "corporate forays into the retail jungle" where shelf space is short, and support trade paper schedules.

Ad budgets in the basic chemicals industry, said Mr. Jones, "have never been too hefty." A recent report, he added, showed the median of sales invested in advertising by 112 chemical companies to be 1%.

"It is somewhat difficult to reconcile chemicals' advertising investment with the sums the industry spends in research to produce new and better products and the sums invested in additional production capacity," he said.

Mr. Jones conceded that research is necessary and adequate plant capacity is "basic," but he asserted that chemical marketers often are "being sent barehanded into a tough, complex, viciously competitive battlefield." The fact that they even survive is miraculous, he said.

■ Chemical marketing men, he continued, are beset by (1) "the multiplicity of miracles which they are called upon to market"; (2) the intrinsic shrinkage of the marketing-advertising budget in inflationary times; (3) the entrance into the chemicals picture, through merger or acquisition, of companies highly skilled in the competition of retail marketing; (4) the reluctance of some management factors to accept the reality of the present situation—to realize that the day of the gentleman's agreement and the captive market, the day of sitting back and letting the fabricator or converter take the bumps alone, is gone; (5) the astonishing growth of aggressive nationalism abroad."

Mr. Jones said that "conscientious" marketing-ad managers in the chemical field could get nightmares "attempting to stretch a fixed number of dollars over an ever-increasing product list."

■ He cautioned, "You will be depending more and more upon marketing research in the soaring '60s. Objective reports on long-term trends will be a valuable service to customers and used as a sales tool. Cooperative studies on customers' markets will benefit both supplier and user.

"During the '60s," he said, "smart marketers will devote more and more research toward product obsolescence—products that, because they are profitable, are contributing to their own obsolescence by underwriting laboratory research.

"In the '60s it is a fair guess that your marketing research will be extended to foreign lands, as more and more U. S. producers invest abroad to fight competition on its own grounds."

Mr. Jones said that, without marketing information, "an advertising budget can be squandered without visible effect."

Another strong pressure for effective advertising, he said, will come from the fabricator or the converter, who previously went his retail way alone. #

Leverone Sees Vend Machine Sales Doubling in Decade

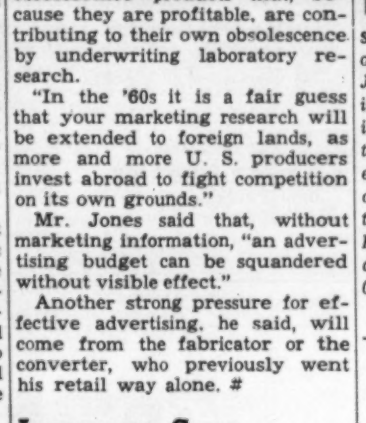
CHICAGO, Jan. 5—Vending machine sales will double in the next ten years, according to a "conservative prediction" made last week by Nathaniel Leverone, chairman of Automatic Canteen Co. of America.

Automatic Canteen, which says it is the world's largest vending machine operator, has experienced a sixfold rise in sales during the past ten years, Mr. Leverone pointed out.

Ten years ago, the company's sales were $21,000,000 and earnings were $582,000. In fiscal 1959, the company has sales and other operating income of $140,400,000 and estimated earnings of $4,470,000. The earnings are equivalent to $1.83 a share, as compared with 1958 earnings of $3,500,000 or $1.45 per share. #

Gilbert Victor Joins Dell

Gilbert Victor, formerly with *The American Weekly*, has joined Dell Publishing Co., New York, as advertising promotion director, a new post.



NEWS FLASH—*This flashing spectacular on Chicago's Michigan Ave. continuously relays up-to-the-minute news from the National Broadcasting Co. newsroom. It is co-sponsored by Pepsi-Cola General Bottlers Inc. and WNBQ and WMAQ, NBC tv and radio outlets in Chicago.*

SAVE BY MAIL—*This is the first page of a four-page special section run Jan. 3 by Oak Park Federal Savings & Loan Assn., Oak Park, Ill., in three metropolitan zone issues of the Chicago Tribune. A postpaid envelope is attached at the bottom of the page. More than 650,000 sections were distributed. Oak Park Federal said the cost was the same as four b&w pages, or about $20,000. Connor Associates, Aurora, Ill., is the agency.*

Sales of 25 Leading Brewers: 1959 vs. 1958

Source: National Beer Wholesalers Assn. and Brewing World

(Figures in parentheses indicate number of breweries operated.)

	Name of Brewery	1959 Sales in Barrels	1958 Sales in Barrels
1.	*Anheuser-Busch (4)	8,027,000	6,982,022
2.	**Jos. Schlitz Brewing Co. (5)	5,860,000	5,875,000
3.	Falstaff Brewing Corp. (7)	4,868,000	4,550,000
4.	†Carling Brewing Co. (6)	4,307,000	3,531,182
5.	P. Ballantine & Sons	4,225,000	4,035,529
6.	‡Pabst Brewing Co. (4)	4,215,000	4,200,000
7.	Theo. Hamm Brewing Co. (3)	3,670,000	3,394,206
8.	F. & M. Schaefer Brewing Co.	3,026,000	2,970,000
9.	Liebmann Breweries	2,785,000	2,850,000
10.	Miller Brewing Co.	2,379,000	2,312,701
11.	Lucky Lager Brewing Corp. (4)	2,243,000	2,265,540
12.	Stroh Brewery Co.	2,112,000	1,922,872
13.	§C. Schmidt & Sons	1,744,000	1,660,909
14.	Adolph Coors	1,647,840	1,406,000
15.	Drewrys, Ltd. U.S.A. (3)	1,625,750	1,527,304
16.	Jacob Ruppert	1,490,000	1,450,000
17.	Piel Bros.	1,460,000	1,420,000
18.	National Brewing Co. (3)	1,342,000	1,294,000
19.	Olympia Brewing Co.	1,335,000	1,249,200
20.	Duquesne Brewing Co.	1,097,000	1,035,000
21.	Jackson Brewing Co.	1,025,000	1,030,351
22.	Burgermeister Brewing Co.	999,000	965,500
23.	Pearl Brewing Co.	979,000	981,339
24.	Narragansett Brewing Co.	939,000	888,000
25.	International Breweries (6)	927,000	827,000

Figures through cooperation of NBWA Inc., and Brewing World. Copyright, 1960. Sales are from official data or from reliable industry sources.

Symbols: * Includes Busch Bavarian and Regal; ** Includes Old Milwaukee; † Includes Heidelberg plant; ‡ Includes Blatz and Eastside (total based on industry data—Brewing World estimates 4,515,000 for Pabst); § Includes Adam Scheidt plant.

Top 25 Brewers in Sales from 1954 through 1957

(000 Omitted)

	1954		1955		1956		1957	
1.	Anheuser-Busch	5,829	Schlitz	5,780	Schlitz	5,941	Anheuser-Busch	6,115
2.	Schlitz	5,400	Anheuser-Busch	5,611	Anheuser-Busch	5,866	Schlitz	6,023
3.	Ballantine	3,713	Ballantine	3,953	Ballantine	3,967	Falstaff	4,300
4.	Pabst	3,500	Falstaff	3,653	Falstaff	3,870	Ballantine	3,981
5.	Falstaff	3,300	Pabst	3,550	Hamm	3,325	Hamm	3,376
6.	Liebmann	3,000	Liebmann	3,162	Pabst	3,115	Carling	3,150
7.	Schaefer	2,550	Hamm	3,072	Liebmann	3,000	Pabst	2,650
8.	Hamm	2,249	Carling	2,661	Carling	2,997	Liebmann	2,966
9.	Miller	2,107	Schaefer	2,575	Schaefer	2,720	Schaefer	2,940
10.	Schmidt	1,914	Miller	2,180	Stroh	2,709	Stroh	2,583
11.	Lucky Lager	1,775	Stroh	2,153	Miller	2,246	Miller	2,322
12.	Jacob Ruppert	1,763	Schmidt	1,917	Lucky Lager	1,960	Lucky Lager	1,966
13.	Carling	1,459	Lucky Lager	1,824	Schmidt	1,850	†Schmidt	1,757
14.	Stroh	1,450	Jacob Ruppert	1,685	Jacob Ruppert	1,600	Jacob Ruppert	1,540
15.	Piel	1,395	Drewrys	1,425	Drewrys	1,434	Piel	1,435
16.	Drewrys	1,374	Piel	1,350	Piel	1,350	Drewrys	1,371
17.	Goebel	1,361	Pfeiffer	1,208	National	1,295	National	1,301
18.	National	1,165	National	1,200	Coors	1,090	Coors	1,146
19.	Pfeiffer	1,066	Goebel	1,115	Jackson	1,051	Jackson	1,107
20.	San Francisco	1,036	San Francisco	1,070	Duquesne	1,046	Duquesne	1,061
21.	Jackson	1,006	Coors	1,041	San Francisco	1,033	San Francisco	974
22.	Blatz	975	Jackson	1,009	Pfeiffer	1,029	Olympia	1,100
23.	Coors	921	Duquesne	983	Olympia	960	Blatz	1,275
24.	Pearl	836	Blatz	915	Blatz	949	Pearl	943
25.	Wiedemann	819	Olympia	865	Pearl	905	Narragansett	881

Anheuser-Busch includes Bavarian, Regal and Michelob. Schlitz includes Old Milwaukee. Pabst-Blatz includes Eastside Sales. International includes all branches. † Includes 210 bbls. brewed by Scheidt.

Sperti-Faraday Names Young

Sperti-Faraday, Adrian, Mich., has appointed James L. Young general sales manager. Mr. Young, formerly district sales manager of the Chicago office, will be responsible for all company sales, sales promotion, marketing, advertising, public relations and new product development programs. Sperti-Faraday manufactures sun lamps, special signal and communications systems, clocks, heavy-duty bells, buzzers, horns and fire alarm systems.

Ocean Products to Quednau

Ocean Products, Tampa, shrimp processor, has appointed Henry Quednau Inc., Tampa, to handle its advertising. At the same time the company announced plans to expand into new markets. The program will begin with a national survey to determine best markets and merchandising patterns. The first big promotion, using the information obtained from the survey, is scheduled during Lent.

BofA Boosts Raymond

John D. Raymond has been named eastern manager of national sales of the Bureau of Advertising, American Newspaper Publishers Assn., New York. He has been with the BofA since 1951.

Don't Stress Home Furnishing Style so Mom Is Scared Out of Her Individuality: Bernstein

CHICAGO, Jan. 5—Cautioning against the danger of a nation of home owners and homemakers becoming "slaves to the dead hand of conformity—on all levels," Sidney R. Bernstein, editorial director of ADVERTISING AGE, appealed to fashion and decorating leaders to allow consumers more freedom and individuality.

Speaking before the Fashion Group today at a luncheon held in connection with the Chicago home furnishings market, Mr. Bernstein asked the home fashion leaders to "loosen the reins a little," so that amateurs may explore their own personal vistas.

He said that it is good when fashion leaders "induce us to do a better job of home decoration than we would otherwise do, but it becomes bad when you make the homemaker so unsure of her own abilities that once she installs one of your jobs, she is afraid to make small changes because she doesn't trust her judgment."

■ Another speaker, William Clark, financial editor of the *Chicago Tribune*, predicted that in 1960 home building would decline because recent activity has created a good housing supply, and because the mortgage market is tight. However, "this decline is not necessarily bad for the home furnishings industry," he said.

Mr. Clark suggested that the replacement furniture market—younger families and especially middle aged families, who can afford to upgrade their furniture—could effectively be exploited by the industry.

Mr. Clark feels that "effective promotion of high quality furniture pieces, rather then large suites," can move furniture in this market. #

Libby Offers New Ad Plan

Libby, McNeill & Libby, Chicago, has introduced a new more liberal cooperative advertising agreement for its frozen foods. The new plan pays for special displays which are away from the retailer's regular frozen food display and requires no limit to the amount of earned credits that can be spent for radio and television. Previously, such advertising was limited to 50% of the advertiser's accumulated credits.

Bud...

F. M. "Bud" Paulson, like the Sorcerer's Apprentice, at a tender age put something in motion that he has since been unable to stop. That something was a boat. Bud has spent more time in boats—duck boats, outboards, canoes, cartops, dories, dinghies, yawls, cruisers, houseboats—than most of us have in armchairs. Even during World War II he spent most of his time aboard ships. To Bud boats are a logical means to an end, a conveyance to better fishing, hunting and exploring, as well as just plain fun.

Bud is a midwesterner, and paradoxically that is one of many reasons why he was picked as Field & Stream's boating editor. The tremendous increase of man-made lakes in the past decade has made boating an *all*-American sport, not one confined solely to coastal areas or to the Great Lakes. During the past decade, too, retail expenditures on recreational boating have leaped from $780 million to over $2 billion. Small wonder that Field & Stream makes every possible effort to service this market. In Bud, we feel we have a man eminently up to the task.

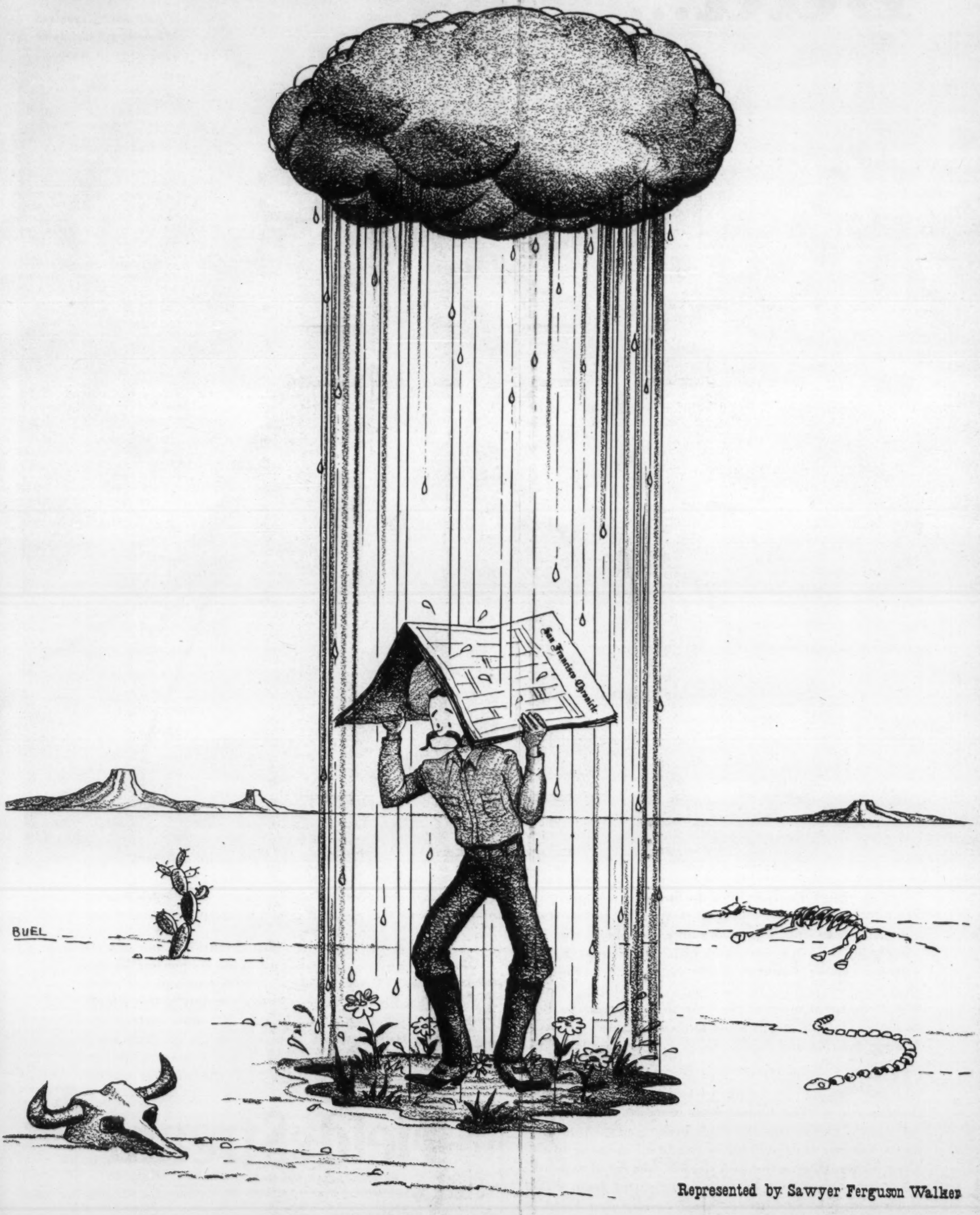
Field & Stream's *boat-owning* families alone exceed the total combined circulation of the *six* leading boating magazines. That's enough to convince us and our advertisers that Field & Streamers are not only active people, but well-to-do, spending people. We now guarantee a record 1,100,000 F&S families. Put 'em on your schedule and find out why for 49 consecutive years it has been the leading advertising medium in the outdoor market.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker